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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. JUNE, 1915. NUMBER 6.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

Entered at the post-office at Detroit as second-class mail matter.
Copyright, 1915, by E. G. Swift.

10 Days Free

On Your Own Fountain

Send No Money

Try It 10 Days At Our Risk

Cream Whipper Furnished If Wanted

Special Low Price

$12.50 Nickel

$15.00 Silver

THE ARNOLD No. 12.

Earns Its Own Cost

Get this Arnold Electric Drink Mixer 10 days on trial. Put it on your fountain. See how perfectly it mixes all kinds of drinks. Note how it saves time and work—how many more people can be served. See what delicious drinks it makes and how it attracts trade. It will earn its own cost in no time through increased sales on fancy drinks.

Arnold Electric Mixer

No Exposed Stick. No Spattering of Drinks

The "Arnold" is a vast improvement over all other mechanical mixers. The Arnold has no exposed stick—with a place for flies to roost and dirt to gather. The container is covered—no drinks can splash—no dirt gets in. The Arnold is sanitary and your patrons recognize it and appreciate the fact.

Opposite is the latest Arnold Model No. 12 just introduced. The mixing rod is removable and easy to clean and keep sanitary. Base illuminates when drink is being mixed. Costs but $12.50 in Nickel—$15.00 in Silver.

Cream whipping attachment furnished for only $5.00 extra.

All leading jobbers sell the Arnold.

THE ARNOLD No. 11—$11.25.

Send This Coupon.

Get the particulars of our liberal 10 Days Free Trial Offer and new reduced prices. Learn how you can try the Arnold at our risk for 10 days and let it pay for itself before you decide to buy it. Write at once and get it before the soda season opens.

Arnold Electric Co.,
1277 12th St.,
Racine, Wis.

Please send me full information about your special reduced prices on Arnold Electric Mixers and how I can use one on 10 days' trial.

Arnold Electric Co.

1277 12th St., RACINE, WIS.

Patents No. 9583/1900 and 5811/1909

MEINECKE "PERFECTION" BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY— GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

London.

W. H. Bailey & Sons, Ltd., 38 Oxford St., London.
Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E.C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.

Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

Birmingham.

Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
Southall Brothers & Barclay, Ltd., Broad St., Birmingham.

Manchester.

Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

Leicester.

A. De St. Dalmas & Co., Leicester.

Derby.

J. L. Carter, 15 Market Head, Derby.

Southport.

Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.

Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Eleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered
THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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This Advertising will help You Sell

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VULCAN FILM AND PLATES AND ARGO PAPER

This splendid assortment of dealers' helps, including signs, mounted prints, framed enlargements, screens, booklets, circulars, folders and an electric flash sign, will be furnished to you gratis if you stock VULCAN FILMS and PLATES, ARGO PAPER and DEFENDER PHOTO SUPPLIES.

WRITE AT ONCE FOR INITIAL PLAN "A"

which tells how you can start a photographic department on a small investment and how our sales and advertising organizations will enthusiastically co-operate with you. Don't delay! Summer and Fall vacations will soon be here and these mean big money for DEFENDER DEALERS.

DEFENDER PHOTO SUPPLY CO., Inc.

ROCHESTER, NEW YORK.

Maple Comport Equipment
Delights the Fastidious

Mallo Shortcake Sundae—The Spring Sensation

With Maple Comport Equipment you get Absolute Sanitation, Immediately Increased Profits, Reduced Expenses

Sanitary Spoons Free — Ask — Attractive Booklets Free

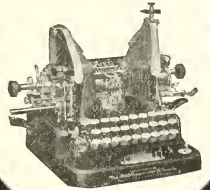
The Oval Wood Dish Company

New York Delta, Ohio New Orleans

Distributors all over United States and Canada

Now $56
Instead of $100

Terms $4 Per Month



No. 5 OLIVER

FREE Trial Offer

Specially Made for Druggists and Doctors

20,000 Bought This Way

Don't buy a typewriter till you've seen the Oliver No. 5. What we urge of you is what hundreds of druggists and doctors have done. They write for the famous Oliver No. 5. We send the typewriter for Free Trial in your own home or office. Then you know for sure just what you are getting. Few typewriters stand such a selling test as this. We have sold in this way 20,000 Olivers. Don't be overcharged, don't get an old-time machine.

Save One-Half

The catalog price of the Oliver No. 5 is $100. Yet we save you in our simpler way $44.00. We get these Olivers fresh from the factory. We buy in such large quantities that we can sell at wholesale prices. We have no salesmen, no commissions, no branch houses. All this extra saving is yours.

Genuine Oliver Typewriter
With the Famous Oliver Features

The Oliver No. 5 is the most famous typewriter in the business world. It has four special medical symbols most commonly used. Its special paper fingers make it easy to type prescriptions and labels.

Prints These Symbols

℞ ℥ ʒ ℈

It has visible writing—a feature which alone gave the Oliver its business prestige. No delay, no mistakes—you can read as you write. It has the exclusive U-shaped type bar, making possible the lightest typewriter touch known. It has the built-in tabulator, marginal release, universal keyboard with six extra characters; each machine full standard size, complete with every accessory.

We Guarantee for Life

Most other typewriters are guaranteed for one year. We have more faith in the Medical Oliver. We guarantee for life. We take no risk in doing this. The Oliver has endured so far the hardest usage in a million offices. If a single defect develops we send you a fresh machine—all charges paid by us. Such a typewriter backed by such a guarantee has given the Oliver its nation-famous popularity.

FREE Trial Offer
Convince Yourself at Home

We don't ask you to buy from a confusing catalog. Simply send the coupon to us. We ship you the Medical Oliver No. 5 ready for use. Try it free in your home or office before you decide about buying. Remember, we charge you nothing for this Free Trial.

This is the only way to buy a typewriter. No salesmen call on you—the typewriter must sell itself or there is no sale. If you decide not to keep it, send it back at our expense. There is no obligation to you in the free trial.

No Money Down
Pay When You Can

We have made it perfectly safe for you. You try the Oliver before you pay a cent. If you decide to keep it, take a year to pay. Save up a few cents daily—remit us $4.00 a month. If you need extra time—simply ask for it. We ask no interest—add no extra price. This new style credit requires no mortgage, no security, no red tape. And the monthly payment is so small that the typewriter pays its own way. Our purpose is to make typewriter users. We make everything easy, everything satisfactory. We are safe in trusting all who buy the Oliver. You *must see* this typewriter before buying any other. Send this coupon for it.

Typewriters Distributing Syndicate
1510-48D Wabash Ave., Chicago

Typewriters Distributing Syndicate, (292)
1510-48D Wabash Ave., Chicago.

Date.....

Gentlemen: Ship me a Medical Oliver Typewriter No. 5 for examination. If satisfactory, I agree to remit $4.00 after five days from the date I receive the machine, in full payment for one month's rental, and $4.00 each month thereafter as rental for the use of the typewriter. When I have paid you $48.00 in this manner, the typewriter to become mine. Until then the title to remain in you. Otherwise I will return typewriter to you at your expense.

NAME_____

ADDRESS_____

Every Business Executive

interested in the business press of his field should attend the 1915 Convention of the Associated Advertising Clubs of the World at Chicago, June 20th to 24th

This is not a convention for advertising managers only. It will particularly benefit those who are up to their elbows in business administration and who control the buying of advertising and printing, the direction of the sales force, the costs of manufacturing.

Presidents, General Managers, Sales Managers, all should be and many will be there.

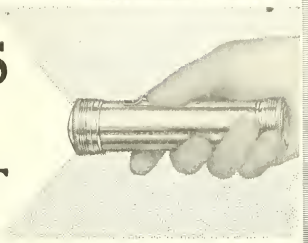
Join them. Visit the representative American city. Get the ideas of the big men in business. Listen to the addresses on business topics by distinguished men: President Woodrow Wilson, William Jennings Bryan, Arthur Brisbane, Henry Watterson, John H. Fahey and others. Participate in the departmental sessions and discussions nearest your business.

And don't forget to bring the ladies along—a special committee of the Chicago ladies will see that they are entertained royally.

For further information, Programme, Rates, etc., address Convention Bureau, Advertising Building, Chicago, Ill.

THE BULLETIN OF PHARMACY.

5 PROFITS FOR THE DRUGGIST



Your First Profit is on each EVEREADY Flashlight sold.

Your Second Profit is on five EVEREADY Tungsten Batteries each year for each EVEREADY Flashlight sold.

Your Third Profit, on two EVEREADY Mazda Lamps each year for each EVEREADY Flashlight sold.

Your Fourth Profit, on other styles of EVEREADY Flashlights to the satisfied customer and other members of the family. Some people buy three or four EVEREADY Flashlights for their own use—home, pocket, motor car, etc.

Your Fifth Profit, the EVEREADY Flashlight line is a big leader for drug stores. It brings people into the store again and again for renewal batteries and lamps and—every time any one comes in for an EVEREADY renewal battery or lamp, you sell—other things.

Besides—EVEREADY does not compete for sales with other goods in your store. It's a *new* profit maker, to help reduce the overhead—increase the "net."

Besides—you can guarantee satisfaction to your customers. EVEREADY Flashlights, the famous EVEREADY Tungsten Batteries and EVEREADY Mazda Lamps are absolutely guaranteed by the "Largest Manufacturers of Flashlights in the World."

Besides—see the big EVEREADY National Advertising Campaign in the Saturday Evening Post and 57 other magazines—Women's, Boys', Sportsmen's, Farmers', Doctors' and Nurses' Journals—which is educating the people to buy EVEREADY Flashlights.

We would like to send you a catalogue and tell you about the advertising helps and dealer discounts. Mail the coupon to-day.

Kindly send your Special proposition and Catalogue No. 23 giving prices and complete list of goods.

Name.....

Street Address.....

.....

City..... State.....

Jobber.....

AMERICAN EVER READY WORKS
of National Carbon Company
Long Island City - - New York

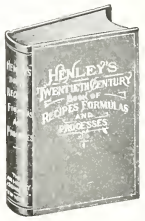
AMERICAN EVER READY WORKS

Long Island City of National Carbon Company **New York**

Branches: Atlanta, San Francisco, Chicago

Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Company, Limited, Toronto, Ontario, Canada

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

IMPENETRABLE PRESTIGE

The immovable position which we hold, respecting the purity and volume-output of the Metallic Bismuth sold in this country, was won by strict adherence to our continued policy to guarantee the standard of refinement of our product equal to or even higher than other brands.

BISMUTH
U·S·M·R·CO
MADE IN U.S.A.
Highest Purity—Arsenic Free

USMRCO Brand Bismuth is complaint-proof. Manufacturing chemists in reducing our product to Bismuth Subnitrate and other Bismuth Salts, encounter no difficulties in meeting (USP) standards, because Bismuth (USMRCO) is singularly free from Arsenic and other deleterious ingredients costly to eliminate.

Manufacturing Chemists or Manufacturers of Pharmaceutical Preparations would find it to their advantage to demand, for their supplies, Bismuth Subnitrate and other Bismuth Salts prepared from Bismuth (USMRCO).

We supply more than one-half the Metallic Bismuth sold in this country. Hence, it should not be difficult to obtain supplies of the highest excellence and purity.

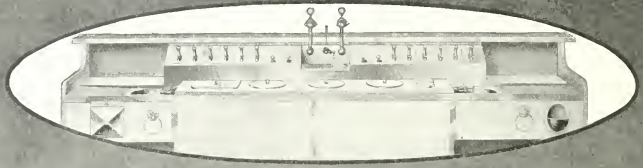
United States Metals Refining Company,

42 Broadway, New York.

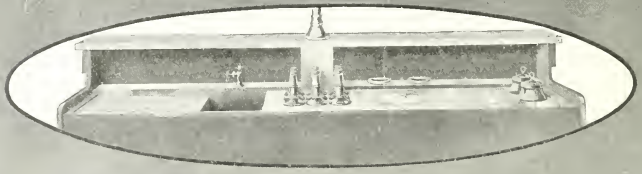
Walrus Steam Draft Arrested

Our 1915 Manual fully explains

Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



Walrus Wonder Construction is far ahead of anything in its class. Made for the merchant who requires a good but inexpensive soda fountain

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high class soda fountains thru jobbers. Agencies in all principal cities
LUNCHEONETTES CARBONATORS ICE CREAM CABINETS STORE FIXTURES

DETROIT—Michigan Drug Co.
MILWAUKEE—Yahr & Lange Drug Co.
GRAND RAPIDS—Hazeltine & Perkins Drug Co.
BUFFALO—Henry J. Walz Co.
FORT WAYNE—Fort Wayne Drug Co.
COLUMBUS—The Orr, Brown & Price Co.

Vacation Time
IS
Magazine Time

Harvest days are near for the dealer in Magazines and other Periodicals!

Do you realize that practically every vacationist (even the thousands of men and women going on only one-day excursions) is a MAGAZINE customer?

Are you going to let THIS harvest season go by without getting YOUR share of this wonderful crop?

Any time is a GOOD time to start a MAGAZINE department, but RIGHT NOW—just before the vacation season starts—is the BEST TIME OF ALL. This is the period of largest sales—and greatest profits—of all the year!

But you will have to hurry—there's no time to lose! Better make up your mind NOW—this minute and SIGN and MAIL THE COUPON.

THE AMERICAN NEWS COMPANY
9 to 15 Park Place,
NEW YORK, N. Y.

THE AMERICAN NEWS COMPANY
NEW YORK
Please send me Price List and Full Particulars in regard to installing a Profit-paying News Department.
Name _____
Address _____
B. of P. 6-18

Use the Ad in Adversity To Promote Prosperity

The European War is no longer a disturbing element in the carrying on of American commerce. We are again talking BUSINESS instead of WAR. On every hand we see increasing evidence of returning prosperity.

In order to gain your share of the increased demand for necessities and luxuries you must do some sound, sensible advertising.

The Manning Advertising Service

contains copy for every form of advertising which the busy druggist is apt to need: **Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Signs, Mail Order Ads, Illustrated Window Displays and Picture Slide Advertising.** The Service is helping thousands of druggists toward success. We print herewith another of the "Little Stories of Success."

Gentlemen:

We are perfectly satisfied with your Monthly Advertising Service and think it well worth the price. No druggist should hesitate in obtaining your Service, for if he uses your advertising judiciously he is bound to get lasting and gratifying results.

Mobile, Ala. *STAR DRUG CO.*

IF YOU HAVEN'T RECEIVED ONE OF OUR LITTLE BOOKLETS "THAT'S WHAT THEY ALL SAY"—ASK FOR A COPY TO-DAY

Complete Advertising Service

Only $1.00 A Month

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our service get on your competitor's pay-roll.

We Serve You Only

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act NOW.

Tear off here and mail to-day.

ORDER

Manning Advertising Service,
St. Louis, Missouri.

Date,.....1915.

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and monthly thereafter until notified to discontinue. For this service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. Please start the Service with the ( ) issue.
STATE MONTH

NAME STREET

TOWN STATE

NOTE: Discount for Payments in Advance 5% for 6 Mos.—10% for 12 Mos.

YOU HAVE SPENT YEARS

IN BUILDING UP A

SAFETY RAZOR BUSINESS

AND NOW SOME OF YOUR LEADING STYLES

ARE FALLING OFF!

WHY?

Because you have educated men to **non-stropping** razors and

THEY ARE GETTING WISE

They are tired of the **irritation, discomfort and blade expense.** The **common-sense** answer is that

STROPPING IS ESSENTIAL
AND IT IS UP TO YOU
TO DEMONSTRATE

THE ONLY AUTOMATIC RAZOR

THE

AutoStrop SAFETY RAZOR
Strops Itself

We earnestly desire to write you a personal letter on this very subject, and will actually show you how you can stimulate AutoStrop sales. Tear off attached coupon and we will send you an intimate message.

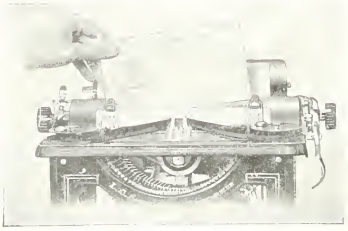
Please instruct me how to improve my AutoStrop Sales.

Name _____

Street and Address _____

City _____

AUTOSTROP SAFETY RAZOR CO.
345 Fifth Ave., New York.



"FRONT FEEDING" ENVELOPES.

SHORT CUTS THAT SAVE TIME

If there are a large number of envelopes to be addressed, let the operator try the "front feed" method on the L. C. Smith & Bros. typewriter. A sheet of paper is inserted as shown in the illustration, then the envelope is placed back of it and the platen is turned *toward* the operator to the writing point. The envelope is then addressed in the ordinary manner.

Our new booklet "A Lesson in Operating" tells about this and other time-saving features. It will be mailed with no charge if you ask for it.

L. C. SMITH & BROS. TYPEWRITER CO.

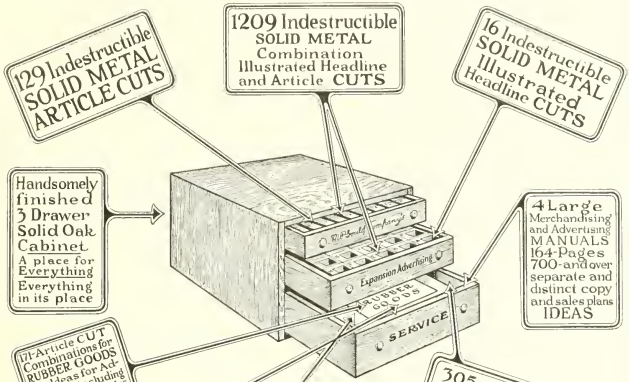
Factory and Home Office,

SYRACUSE, - - N. Y.

Branches in all principal cities.

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention


129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS
171-Article CUT Combinations for RUBBER GOODS 175-Ideas for Advertising including Copy. A mass of sales and advertising information. All this exclusively for RUBBER GOODS
263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.
PRINTED and ILLUSTRATED IDEAS for Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailing Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of News-Paper Advertisements. A veritable encyclopedia of Drug Store Advertising.
305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A Big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS
Expansion Advertising
RUBBER GOODS
SERVICE

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once ➤

Above Solid Oak Cabinet
FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B P June

Every practitioner of medicine has use for this soap.

GERMICIDAL SOAP (McCLINTOCK) is one of the most powerful and efficient antiseptics and disinfectants known. A 1:5000 solution of it will destroy pus-producing organisms in less than five minutes, whereas a solution of mercuric chloride requires more than fifteen minutes to accomplish the same result.

Germicidal Soap (McClintock) is of the utmost value

IN SURGERY;
IN GYNECOLOGY AND OBSTETRICS;
IN GENERAL PRACTICE.

Germicidal Soap (McClintock) is recommended by physicians for cleansing minor wounds, as a deodorant in offensive perspiration, for cleansing the scalp and checking dandruff. It is also used as a shaving soap by persons with chronic inflammation of the hair-follicles, in the treatment of acne and boils to prevent a spread of the infection, for venereal prophylaxis (as a disinfectant wash), for the preparation of vaginal douches, for the destruction of lice and fleas on household pets.

Germicidal Soap, 2%: large cakes, one in a box.
Germicidal Soap, Mild, 1%: large cakes, one in a box; small cakes, five in a box.
Germicidal Soap, Soft, 1%: collapsible tubes.
Germicidal Soap, Surgical, 1%: cylindrical sticks, each in a nickel-plated case.

We are bringing **Germicidal Soap (McClintock)** to the attention of the entire medical profession of America. Stock the soap.

Home Offices and Laboratories,
Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices 50-54 Beak Street, W. Warehouse and Laboratory Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

THE

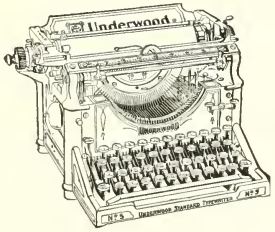
UNDERWOOD

TYPEWRITER

Shortens the day by lessening the work

INTERNATIONAL RECORDS FOR

Speed, Accuracy, Stability Prove this.

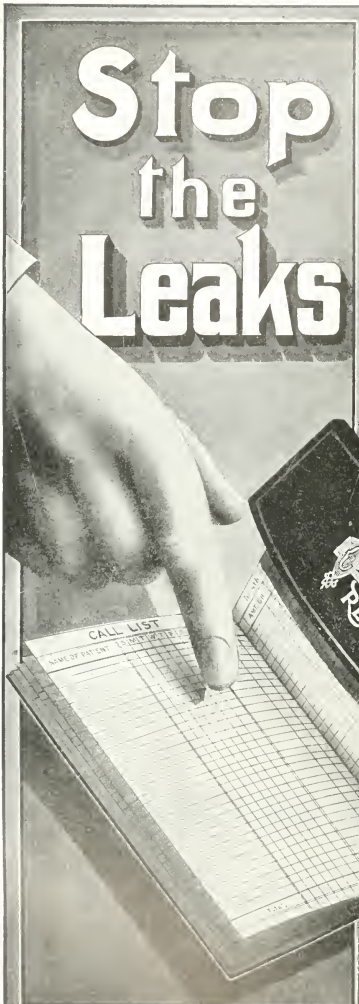


ALL ARE HELD BY THE

U N D E R W O O D

"The Machine You Will Eventually Buy."

UNDERWOOD BUILDING, - NEW YORK.



THE PHYSICIAN'S PERFECT CALL LIST

AND RECORD

is a veritable boon to the practitioner of medicine. It provides a simple, efficient method of bookkeeping. It saves time. It prevents losses.

With the ordinary system (or lack of system) the physician trusts too much to memory. As a result many little accounts are entirely forgotten. In the course of a year they amount to a handsome sum. With the **Perfect Call List** he takes care of each item when it is fresh in mind. *He nails it on the spot.*

A CAPITAL PRESENT FOR THE DOCTOR

The **Call List** is an admirable gift for your physician friends—a book which will be consulted many times every day and which will serve as a constant reminder of your store.

Every year we receive thousands of orders from druggists for copies of the **Call List** for presentation to their medical patrons. We would like to have *your* order. The cost is small and will be returned to you many times in increased prescription business.

PRICE TO THE TRADE, $1.50 EACH, LESS 25 PER CENT

Morocco bound, full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold free of charge.

LET US HAVE YOUR ORDER NOW!

E. C. SWIFT, Publisher

Box 484, DETROIT, MICH.

European Office: 19 and 20 Great Pulteney St., W., LONDON.

Federal Anti-Narcotic Law

and

GLYCO-HEROIN (SMITH)

The composition of Glyco-Heroin (Smith) is not being changed to meet any of the exemptions or privileges allowed under the so-called "Harrison Anti-Narcotic Law."

Glyco-Heroin (Smith) will remain just what it always has been and just what it was always intended to be, viz., a stable, uniform and dependable product for the convenience and use of physicians only, in the treatment of Cough, Bronchitis, Whooping Cough, etc.

The physician ***in prescribing*** Glyco-Heroin (Smith) will simply use ordinary prescription blanks, giving the name and address of patient, his own name and address in full, his registry number and date when written. He is not required to use Internal Revenue Blank Forms or to make copy or other record.

NOT RETURNABLE

The use of Glyco-Heroin (Smith) by the medical profession is not prohibited; it is therefore not returnable.

SUBSTITUTION

As proper and legal disposition of all narcotics must now be shown by the druggist, the records required by the Federal Law make substitution a very serious offense, and should therefore end any unfair competition heretofore experienced in the employment of a spurious article.

MARTIN H. SMITH COMPANY
New York, N. Y.
U. S. A.

Every retail druggist should carry a stock of our new pepsin.

We are producing an improved pepsin—a pepsin differing widely in appearance and quality from any pepsin heretofore offered by any manufacturer.

This pepsin is the result of a series of experiments extending over a period of nearly three years. It represents a new process in manufacture.

Our improved pepsin is light (hence attractive) in color.

It dissolves in water almost as quickly as snow.

It is devoid of animal odor.

It is agreeable to the taste.

It is practically free from digestive by-products.

It is assuredly active.

* * *

The new pepsin is winning approval from physicians. It is making a hit with their patients. It will be the most widely prescribed pepsin ever produced. *You want this pepsin.*

SUPPLIED IN COARSE GRANULES AND AS POWDER.
STRENGTHS: 1000, 2000, 3000, 5000, 6000, 10,000.

Laboratories: Detroit, Mich., U. S. A.
Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices 50-54 Beak Street, W. Warehouse and Laboratory Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

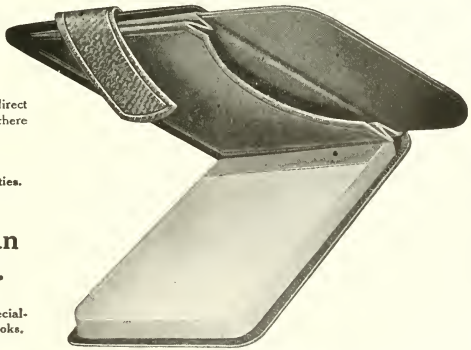
Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., JUNE, 1915 No. 6.

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Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

OBJECTIONABLE RULING STILL STANDS.

Last month we mentioned the fact that the Department at Washington had ruled that a prescription containing any amount of opium or its derivatives, no matter how small that amount might be, must be considered as coming within the scope of the Harrison law, unless—note the exception—the prescription calls for a pharmacopœial preparation, or a product put up under private formula, which might be sold over the counter without a prescription. Here is the exact wording of the ruling:

> Exemptions are not held to apply to physicians' prescriptions calling for any quantity of narcotic drug, unless the prescription calls for a U. S. Pharmacopœia standard preparation or [a] remedy prepared under private formula, such as would be carried in stock and which would be dispensed without a prescription. Every prescription, therefore, containing a narcotic drug in any quantity, must have indicated thereon the name and address of the patient, the dose and the name and address of the physician and his registry number, and such prescriptions cannot be refilled.

This must mean that a prescription calling for an ounce of paregoric, for instance, need not be subjected to the restrictions imposed by the Federal act, but that a prescription calling for a mixture formulated by the prescriber himself, even though its narcotic content may be less than that of paregoric, must be considered as coming within the purview of the Harrison law. Somewhat obscure and contradictory, to say the least.

* * *

SUNDRY HARRISON LAW RULINGS.

Fairly quiet along the Potomac in the matter of Harrison law rulings during the last thirty days. Several questions have been put up to the Department, and these have been answered; beyond that, aside from the "synthetic substitutes" ruling, but little of general importance has transpired.

The Rhode Island Board of Pharmacy inquired if it was necessary to be a registered pharmacist in order to become registered as a retail dealer in narcotics. The Department says that it is not, that a "druggist need not be a registered pharmacist" in order to secure registration under the law. Continuing, the ruling says:

> In the case of a firm, partnership or corporation it is necessary for the principal officer of such firm, partnership or corporation to sign the blank for registry and the order blank used in procuring these drugs. Where a firm, partnership or corporation has branches located in other internal revenue districts, it will be necessary for each branch manager to register and pay the special tax, placing his signature below that of the parent firm, partnership or corporation.

Educational institutions must register if narcotic drugs are used in them in any way. Schools of pharmacy cannot escape under this interpretation. "The dean of each department should sign the application for registry, and the order blanks used to obtain a supply of these drugs."

Retail druggists, returning narcotics to job-

bers or manufacturers, must first receive an order for such goods before making shipment.

Physicians may have prescriptions containing narcotics refilled by writing on a prescription blank the number that the first prescription bore. This will be considered by the Department as an original prescription, provided the patient's name and address, the date, and the physician's name, office address and registry number also appear on the blank.

A physician may write a narcotic prescription and have it filled at a drug store of which he is proprietor, provided both the physician and the store are duly registered.

Confusion as to what may constitute internal use of liniments, ointments, sprays, etc., is cleared up in a ruling in which the Department declares that it will consider the use of any liniment, ointment, or other preparation for oral, nasal, aural, ocular, rectal, urethral or vaginal administration as an internal administration of such liniment, ointment, or other preparation.

* * *

CONCERNING THE POSSESSION OF NARCOTICS.

For some little time to come it is inevitable that a great deal of confusion should exist in regard to certain phases of the Federal antinarcotic act. A portion of this uncertainty must be eliminated by court decisions on various points, and this is slow work. The government makes a ruling, let us say; and that ruling, understand, is merely an official's opinion. A case comes up, and the court speaks. The ruling may be sustained, or it may not be sustained. And herein lies the value of your drug journal; it must keep you posted.

The government ruled, right at the beginning, that mere possession of a proscribed narcotic by an unregistered person constituted evidence of guilt; in other words, that it was unlawful for a dope fiend or a peddler to have narcotics in his possession. Now comes a court opinion which avers that it isn't! This court (U. S. District Court, Western District of Pennsylvania) holds that this particular phase of the law—the possession phase—applies only to those who are eligible to registration—that is, jobbers, druggists, physicians, etc.—but who fail to register under the act.

Therefore an indictment against a certain Willie Martin was "quashed," the court stating that "if the mere fact of having the drug in his possession is a violation of the law, any person would be presumptively guilty and subject to indictment and have the burden of proof cast upon him, if he had any small amount of the proscribed drug in his possession."

This court interpretation does not materially affect the druggist in the every-day practice of his profession, but it is nevertheless interesting, if for no other reason than that it foreshadows other reversals of rulings, possibly, and perhaps a few alterations in fundamentals.

* * *

MORE FEDERAL RULINGS.

"Dispensed" is construed to be synonymous with "distributed" or "prescribed." Thus when a doctor writes a prescription he "dispenses." A doctor cannot go beyond the "legitimate tactics of his profession" in prescribing or administering narcotics. He can supply the patient's immediate needs, and if in the strict performance of his professional duties he feels that the narcotic treatment should continue, he must, if treating an habitué, decrease the dose from time to time, thereby, according to the government, "showing his good faith."

In treating chronic or incurable diseases doctors are permitted to increase the dose as the case demands, and to prescribe in "reasonable quantities." However, when narcotics are employed in quantities larger than enough to meet the immediate needs of the patient, the purpose for which the drug is used should be stated, and the doctor is charged with seeing that such a notation be made a part of the prescription.

Druggists must assure themselves that the narcotics are prescribed in good faith and for the purpose indicated. If they suspect an intent to evade the law, they must refuse to do the compounding.

* * *

TO PREVENT THE PROPOSED MERGER.

Asserting that the proposed merging of Riker-Hegeman interests with those of the United Cigar Stores Company, announcement of which was made last month, would constitute an attempt to build up a monopoly and thereby result in what is understood by restraint of trade under the Sherman law, as well as under the New York anti-trust law, the Independent Retail Tobacconists' Association

has filed with the Attorney-General at Washington a strong remonstrance.

After setting forth its claims, which constitute, in part, an allegation that the American Tobacco Company has entered into an agreement with the United Cigar Stores Company whereby the latter disposes of the former's products, and that the United Company is connected, in turn, with the United Profit Sharing Corporation, which deals in coupons and gift goods, and that the only way members of the Independent Retailers' Association can get American Tobacco Company's goods is through the Tobacco Products Company, another department of the so-called combination—after setting forth all this, and much more, the petitioners pray that the proposed merger be prevented; also that the United Cigar Stores Company of America be dissolved.

The Independent Retail Tobaccionists' Association represents 30,000 or 40,000 affiliated concerns. The affairs of the American Tobacco Company have been in litigation at Washington for some time.

* * *

THE RECEIVER'S REPORT.

The official report of the affairs of Meyer Brothers Drug Company, St. Louis, which, it will be recalled, went into a receiver's hands four months ago, shows that the financial troubles of the firm were due to unwise outside investments. The drug business itself, which ran between $5,000,000 and $6,000,000 a year, was conservatively managed, it appears; but the affairs of the company could not stand the outside strain when the European war broke out. The report shows that the officers and directors of the company drew out, between 1904 and 1915, $989,593.54 more than they could repay were an accounting demanded at once.

The receiver, Edwin W. Lee, and the treasurer, Charles W. Wall, have been at work on a plan of reorganization, and the hope is expressed that this plan may be permitted to mature.

It is proposed to form a new company, to be known as the Meyer Brothers Drug Corporation. The fixtures, merchandise on hand, etc., are to be taken over from the old company at a valuation of $700,000, and stock in the new company is to be issued in exchange to this amount. Three hundred thousand dollars in new capital is to be taken in, thus making the capitalization a round million.

Creditors have their choice of two alternatives. They may accept five-year notes for what is due them, or they may settle at once for fifty cents on a dollar. The notes will bear interest, and assurance is offered that they will be met in regular instalments.

Receiver Lee states that when he took charge of the company's affairs $358,581.12 was owed to the firm. Of this he has succeeded in collecting $263,547.85, leaving a balance due the company of $95,033.27.

* * *

THE PLIGHT OF THE DRUGGIST.

"Watch out for the Harrison antinarcotic law, the State antinarcotic law, the Denver carbolic acid law, the State prohibition law, the war tax law, and take no chances on any one getting you in wrong."—*Rocky Mountain Druggist.*

All of which leads gently up to the following "pome," clipped from *Bottles:*

There's law for this and law for that,
The man in business sighed,
It keeps me guessing where I'm at
And how my hands are tied.
My great concern to-day is not
That I may shortly fail,
I have to give my every thought
To keeping out of jail.
For profits that may comfort me
No longer can I plan,
It's taking all my time to be
A law-abiding man.
Oh, sorry is the plight I'm in,
I have no path to choose,
The court will nab me if I win,
The sheriff if I lose.

* * *

N. A. B. P. DATES ANNOUNCED.

The official report of the Washington, D. C., meeting of the Executive Committee of the National Association of Boards of Pharmacy, mention of which was made in a previous issue of the BULLETIN, has just been made public—this for the reason that the exact time of holding the annual meeting of the association had not been determined, and it was deemed advisable to get these dates into the report. It has been decided to hold the annual meeting on Thursday, Friday, and Saturday, August 5, 6, and 7. It will be noticed that this is a departure from the usual custom, which is to hold the sessions conjointly with

those of the A. Ph. A. The A. Ph. A. dates are 9 to 14, inclusive, and thus the Association of Boards will hold its meeting during the latter part of the week preceding A. Ph. A. week.

The annual meeting of the Conference of Pharmaceutical Faculties will convene during this week, also, the first session being held August 6. On the following day, Saturday, the joint meeting of Boards and Faculties will take place.

A special train will leave Chicago over the C. B. & Q. at 11 P.M., July 29, arriving in San Francisco at 6.30, August 4.

* * *

THE GEORGE J. SEABURY SCHOLARSHIP.

This scholarship has been founded by Dr. Henry C. Lovis, the present head of the firm of Seabury & Johnson, in honor of his uncle, the late George J. Seabury, founder of the firm and for many years a liberal patron of the College of Pharmacy of the City of New York. The scholarship entitles its holder to the fourth year of University study, leading to the degree of Bachelor of Science in Pharmacy, and is therefore open only to the graduates of the three-year University course. The award is made to that Pharmaceutical Chemist who has stood highest in his class during the three years, with the exception of the one who secures the Max J. Breitenbach cash prize of $200.

The founding of this new scholarship completes a full line of possibilities, from the end of the first year. It is now possible for a student to win a Trustees' scholarship for his second year, at the end of which he may win one or more of the three cash prizes of $100, and then to secure either the Breitenbach cash prize of $200 or the Seabury scholarship at the end of his third year, and finally the Plaut Fellowship at the end of the fourth year.

* * *

FRED A. HUBBARD.

Fred A. Hubbard was a prominent worker both in his own State and in the broader field of national pharmaceutical affairs, and had a broad acquaintance and many friends. His death has been widely lamented.

Mr. Hubbard was fifty-six years old, and had spent nearly all his life in Newton, Mass., where he conducted a thoroughly representative drug store. Twenty-seven years ago he bought an interest in the store where he was employed as clerk, and later took over his partner's interest, becoming sole owner. This business he built up until it became one of the leading pharmacies within the immediate suburbs of Boston.

Mr. Hubbard had been a member of the State Board of Pharmacy, president of the Newton Board of Trade, and belonged to a number of lodges, clubs, and social organizations. He was formerly a trustee of the Massachusetts College of Pharmacy, and was a member of both the A. Ph. A. and the N. A. R. D. At the Philadelphia meeting of the latter organization last year he served as chairman of the committee on resolutions.

* * *

FELIX HIRSEMAN.

Felix Hirseman was one of the most prominent German-American apothecaries in the United States. Born in Silesia, Prussia, in 1855, he went into the drug business in New York soon after coming to America, and there he operated stores in various parts of the city. Mrs. Hirseman was also a druggist, and when she took the State Board examination it is said that she received the highest marking ever recorded up to that time—1898. Both Mr. and Mrs. Hirseman's names appeared in connection with their stores as proprietors. Mrs. Hirseman died in 1912.

A few years ago Mr. Hirseman retired from the drug business and organized the German Apothecaries Publishing Co., of which he became president. This company took over the publication of the *Deutsch-Amerikanische Apotheker Zeitung*. Death was due to a complication of diseases following kidney trouble.

* * *

O'DONNELL AGAIN ACTIVE.

James O'Donnell, who frequently buys a full page in the Washington, D. C., newspapers to advertise his three drug stores, has introduced into price-maintenance litigation a new phase. He has brought action under the Clayton law to compel the Beech-Nut Company to sell him gum, and to compel the Riker-Hegeman Company to sell him Mary Garden perfume.

Both the Beech-Nut Company and the Riker-Hegeman Company, it seems, have re-

frained from supplying the O'Donnell stores on the ground that it is the Washington man's policy to cut the price. Riker-Hegeman is the American agent for Mary Garden Extract.

Mr. O'Donnell is the man who carried to the Supreme Court the so-called Sanatogen case, and who crossed swords two or three years ago with the Gillette Safety Razor Company. Usually it is the manufacturer who brings suit against the dealer in order to control prices, but here the condition is reversed and the dealer carries the war into the manufacturer's camp.

* * *

THE TENNESSEE LIQUOR LAW. The Tennessee legislature has passed a liquor law which parallels the general outline of the Harrison act. Liquor can be sold, bartered, given away or dispensed only on the written prescription of a licensed physician, dentist, or veterinary surgeon, and before the doctor can write the prescription he must "personally attend" the patient at the latter's domicile. The prescription must be dated, and cannot be filled if it is not presented at the drug store within three days from the day on which it was written. Neither can it be refilled. Records must be kept by both the druggist and the doctor, and must be preserved two years. The liquor on hand in a drug store cannot exceed one per cent of the value of the general stock. The Pure Food and Drug Inspector is charged with the enforcement of the law.

THE BLOCH LAW. The new Bloch law in New York reconciles conflicting points in the Boylan law with the provisions of the Harrison law. The amount of heroin which may be sold without a prescription is reduced from one-quarter grain to one-eighth grain to the ounce, and the necessity of using the order blanks supplied by the State is obviated. Hereafter but one blank is required in New York. Another change is that the amount of "information" which a physician must set forth on his prescription is reduced somewhat. Office hours and telephone numbers are no longer required. The age of the patient, however, must still be made known.

* * *

The thirty-third annual convention of the Michigan Pharmaceutical Association convenes June 9 to 11 inclusive, at Grand Rapids.

* * *

Jacob H. Rehfuss, of Brooklyn, has been appointed to fill out the unexpired term on the New York Board of Pharmacy caused by the death of Thomas F. Raymow.

* * *

At the spring meeting of the Executive Committee of the N. A. R. D., held at Chicago, Chairman Jacob Rehfuss of the Legislative Committee was directed to draft a bill having for its aim the reducing of the Internal Revenue tax on alcohol and alcoholic preparations when sold in drug stores for medicinal purposes.

SPECIAL FEATURES FOR THE BULLETIN IN JULY AND AUGUST.

Three prize papers of an exceedingly readable nature under the title of "Amusing Experiences I Have had in the Collection of Bills."

Several short articles on this theme: "Why I Became a Druggist"—some humorous, some serious, but all of them full of human interest.

A paper by an experienced druggist under the title of "Working Hand in Glove With a Friendly Physician."

The 28th paper in our series of "Best-paying Side-lines."

A practical narrative from a druggist who has built up a big sale on "fly dope."

A window display of unusual novelty and selling power.

The residences of six drug men—all exceptionally attractive.

Eight snapshots of well-known druggists.

A practical discussion on the deterioration of galenical preparations.

An article on the preparation of oxide of zinc ointment.

And of course we shall continue "The Saunterer," "Board Questions Answered," the series of "Interviews with Successful Druggists," and the truthful narrative of J. E. E. chronicling the "Experiences of a Traveling Salesman."

EDITORIAL

ANOTHER FALLACY PUNCTURED!

Ever since the days of Adam Smith economists have said that war meant an enormous waste, that the world must pay for it, and that financial panic and business depression are sooner or later the inevitable results.

These things have been predicted with reference to the war now raging in Europe, and it is exceedingly refreshing to come across a striking paper in *The World's Work* which punctures this fallacy with convincing facts.

The author is Theodore H. Price. Mr. Price shows beyond doubt that every war in the world's history, far from causing a depression, has been accompanied and followed by prosperity. And he presents evidence to show that that is precisely what is happening at the present time.

The supposition has always been that war causes an enormous destruction of capital. What answer can be made to this apparent truth?

Well, while the waste is admittedly great, it isn't anything like as vast as it seems. What there is is concentrated in one place, and it looms large in the public eye.

The government has to pay for it; taxes are accordingly increased; the newspapers tell about it; and it is constantly under view and discussion. This gives it greater importance than it really possesses, whereas it is really much less than a thousand and one other sources of waste that escape public notice.

In the second place, the waste of war is more than compensated for by the economics of the people. During the first six months of the present war the cost was assumed to be six billion dollars. But this sum, vast as it was, only meant $15.00 per capita among the people affected in Europe, and it cannot be doubted that more than twice this sum was saved as the result of individual economies.

This is why capital begins to accumulate after the first shock of a war is over. For a few months there are dread and apprehension. After that money begins to be plentiful—and plentiful money means prosperity.

Thus it was that trade expansion began during the Civil war and lasted until the panic of 1873. Thus it was also that a period of great prosperity followed the Spanish-American war and continued until the slight flurry of 1907.

The same thing was true of the Napoleonic wars, the Franco-Prussian war, the Crimean war, the Boer war.

What about the present war? Everybody predicted, and most people are still predicting, that hard times must inevitably follow, but what do we find to be the result?

Business is clearly picking up. It is much better than it was six months ago—perhaps better than it was last summer at the outbreak of the war. Is history repeating itself?

Right now in Wall Street we have one of the most buoyant markets in recent years. The "common people" are buying stocks right and left, and capital is thus seeking an outlet.

Our monthly trade balances are enormous, and they help us fill the rôle of international bankers in this great world crisis.

The railroads are beginning to show a profit. The steel business is steadily improving. Cotton is now being shipped at an average price of 10 cents a pound in larger volume than it was a year ago.

The moral of it all?

The country is slowly, gradually entering an era of better business. Conditions are looking up, and as a country we have nothing to fear and much to hope for.

WE WERE ONLY HALF-RIGHT.

The Pennsylvania Board of Pharmacy was done an injustice in the last issue of the BULLETIN. We published an editorial in which it was said that the Board did not "include laboratory work in its examination given applicants for registration as pharmacists and assistant pharmacists," and we moralized somewhat upon the situation.

Now it appears that we were half wrong. The Board does give practical work to applicants for registration as pharmacists, but not to applicants for registration as assistant pharmacists.

Among other things, our editorial contained the following statement:

> The Board of Pharmacy, in its last annual report, confesses that it has been asked to give practical work, and that objection has been raised by prominent pharmacists to the inefficiency of some of the registered men in the work of compounding physicians' prescriptions. The Board replies, however, that for reasons of expense, time, and the like it has not been feasible to adopt practical examinations.

All this is true with reference to the examination of assistants, but it is not true with reference to the examination of men for full registration as pharmacists. We should have discriminated between the two classes, and we regret exceedingly that we failed to do so. Our only excuse is that we took our facts from a somewhat free translation of the Board's last annual report in one of the drug journals, and the language was such that we assumed that what was said applied to all of the examinations given by the Pennsylvania Board.

We are now in receipt of a letter from Lucius L. Walton, secretary of the Board, and he declares that an intelligent reading of the original report would have made the matter very clear. We are perfectly willing to believe it would, but we are unable to lay our hands on a copy of the report at this writing. In any event we apologize for the error, and we are very desirous that the whole matter shall be set straight before our readers.

We still feel that the Pennsylvania Board should give practical work to all of its applicants for registration, but we are very glad to learn that it does insist upon such work for full registered men. In the meantime, however, there is much in Mr. Walton's contention that most of those who become licensed as assistants appear before the board within a year or two for registration as pharmacists, so that the omission is corrected in time.

The laboratory method is the one that is constantly growing in favor, not only among examiners, but among teachers, and this is true in almost every branch of learning. Universities are placing more and more emphasis upon it every year, and everywhere it is gradually taking the place of didactic methods.

THE PROPORTION OF NARCOTIC PRESCRIPTIONS.

An interesting investigation was made recently by Professor Wortley F. Rudd, of the Medical College of Virginia, and W. L. Irwin, his assistant. The prescription files in eleven representative drug stores in Richmond were carefully inspected and the number of narcotic prescriptions compounded in these stores during the months of February and March were counted, the aim being to get at that proportion which narcotic prescriptions bore to the total number of prescriptions received, and also to estimate the bearing of the Harrison law with reference to its effect on prescribers.

A total of 6258 prescriptions were filled in February, 1915, and of these 832, or 13.25 per cent, came within the restrictions imposed by the new law. In March, 1915, 8260 prescriptions were compounded, 1164 being narcotic, or 14.09 per cent.

The investigators also tabulated the business done in these same stores in March, 1914, in order to get a comparative estimate of the effect of the law on physicians in the matter of prescribing narcotics. In March last year 6747 prescriptions were filled, 930 of them being such that they would come within the restrictions, or 13.78 per cent. In March this year the percentage was higher—14.09 as against 13.78—indicating that doctors are not prescribing less narcotics. However, Professor Rudd points out that last year such preparations as laudanum could be sold over the counter in Virginia, whereas now prescriptions must be written for them. Another factor is that Virginia laws did not prohibit the refilling of certain narcotic prescriptions last year.

A little investigation along this line is needed right now. It would be a good thing to know just what proportion narcotic prescriptions bear to the general mass. Professor Rudd has suggested that drug stores throughout the country go over their files and send their findings to him. He will then formulate a table and make known the results.

DRUG-STORE FINANCE.

The extent to which the retail drug business has grown financially during the last decade or so is nicely illustrated by a broker's announcement lying before us as we write. Everybody knows that some years ago the drug firm of Buck & Rayner in Chicago was purchased by a number of large operators in the retail drug business and was incorporated under the old name. Now we find that this corporation proposes to erect a large office building over its store at the corner of State and Adams Streets. The structure will be 15 stories in height and will represent a cash outlay of nearly a million dollars. To help finance the proposition $300,000 worth of first-mortgage 6-per-cent gold bonds are being offered.

Truly the drug business has attained some financial proportions!

ABOUT PEOPLE

FOUR TITLES.

Here we have a Canadian who is at the same time a Texan. This is brought about by virtue of the fact that Canadian is a little city in Hemphill County, Texas.

Mr. Hudson is not only a Canadian and a Texan, but he is also a mayor and a druggist. He is proprietor of a store above the door of which hangs the sign, "The Hudson Drug

O. Hudson.

Company," and a nice little majority was rounded up in his favor for mayor at the last municipal election.

Mr. Hudson is a graduate of the pharmacy department, Valparaiso University, Indiana, class of '08, and was formerly Dean of the Fremont College of Pharmacy, Fremont, Neb.

MAYOR BILL THIESEN.

At a recent election held at Racine, Wis., T. W. Thiesen, better known to his friends as "Bill" Thiesen, was made mayor of his city.

It will be recalled that four or five months ago we published in the BULLETIN an article on Mr. Thiesen's "Kids' Day," in which was described the rather unusual means by which he [illegible] his five drug stores. An annual outing is given to children. On August 5 of [illegible] Mr. Thiesen and the kids went to a ball game. Forty-two hundred boys and girls accompanied him, and the game was arranged exclusively for the children's benefit. There were two good teams, a military band, and a genuine good time all around.

Each year something of this kind is staged

Bill Thiesen.

in the interests of boys and girls, and publicity generally.

Needless to say, Bill Thiesen is popular. With all the children pulling for him, and all the children's mothers, how could he possibly be stopped from becoming mayor?

He couldn't! And if he cared to he might become governor.

PETER P. VAN VLEET.

Memphis, Tennessee, has lost a leading and influential citizen, and wholesale drug circles a successful and prominent member, in the death of Peter P. Van Vleet, president of the Van Vleet-Mansfield Drug Co.

Mr. Van Vleet came from staunch Holland Dutch parentage and was born in Galesburg, Michigan, in 1849. He was, therefore, 66 years old at the time of his death. After graduating from a pharmacy school, he went to Memphis in 1871, a poor boy, looking for work. A number of years later he went into business for himself, and still later he progressed into the wholesale business. In 1896 the Van Vleet Company took over the Mansfield Drug Co., and Mr. Van Vleet became president of the joint organization.

Mr. Van Vleet was rated as a millionaire, and was a member of six or eight clubs of different kinds, as well as a director of a local

PETER P. VAN VLEET.

bank and trust company. He contributed liberally to philanthropic and charitable causes.

He is survived by two daughters and a son —the latter, McKay Van Vleet, being the new president of the Van Vleet-Mansfield Co.

PROFITS AND EARNINGS

MISSOURI NO. 1.

We have been obliged to correct a few errors in this statement. It was sent in on one of our regular forms, but there were a few

1 Cash received from all sales and book accounts		$28724.40
2 Book accounts beginning of year	$1484.06	
3 Book accounts end of year	$1091.66	
4 Difference in book accounts		$ 633.86
5 Net sales for the year		$29191.14
6 Inventory of stock beginning of year		$ 6413.61
7 Purchases during year		$19817.33
8 Total cost of merchandise		$26230.82
9 Inventory of stock end of year		$ 6971.56
10 Net cost of merchandise sold during year		$19259.26
11 Gross profits		$ 9931.88
12 Current expenses		$ 8204.18
13 Net profits		$ 1727.70
14 Total income from business		$

discrepancies which had to be straightened out before we began figuring net profit, percentage of expense, etc. Our correspondent will readily detect these alterations, and we will leave it to him to puzzle out why they are made.

We find that the man from Missouri isn't charging enough for what he sells. Thirty and six-tenths per cent of gross profit is below the average. Thirty-five to thirty-eight would be better.

Percentage of expense—24.4—is good; that is, it is about the average. The net profit, expressed in percentage, is 6.2. Too low!

MISSOURI NO. 2.

Here we have a statement which shows a suspiciously large net profit. Eighteen and

1 Cash received from all sales and book accounts		$7524.89
2 Book accounts beginning of year	$532.07	
3 Book accounts end of year	$606.20	
4 Difference in book accounts		$73.13
5 Net sales for the year		$7608.02
6 Inventory of stock beginning of year		$2047.66
7 Purchases during year		$5436.71
8 Total cost of merchandise		$7465.26
9 Inventory of stock end of year		$2324.23
10 Net cost of merchandise sold during year		$5128.93
11 Gross profits		$2479.09
12 Current expenses		$1043.16
13 Net profits		$1436.93
14 Total income from business		$

eight-tenths is 'way above the average. We suspect that a proprietor's salary has not been added to the expense account.

For the percentage of expense is subnormal; 'way down in the cellar—13.7. The average for a business of this size is from 20 to 25 per cent.

The percentage of gross profit is 32.5.

A NORTH DAKOTA STORE.

We encounter in this statement an abnormally large net profit—23.3 per cent.

Gross profit is about right—38.7 per cent.

Expense is very low—15.4 per cent.

The business is small and may be run with little help, thus accounting, in part, for the low expense figures. But has a proprietor's salary been included in this account? We fear not.

If we were to arbitrarily add such an item,

1 Cash received from all sales and book accounts		$7536.63
2 Book accounts beginning of year	$300	
3 Book accounts end of year	$549	
4 Difference in book accounts	$249	
5 Net sales for the year		$7785.62
6 Inventory of stock beginning of year		$2527.71
7 Purchases during year		$4873.56
8 Total cost of merchandise		$7401.26
9 Inventory of stock end of year		$2630.43
10 Net cost of merchandise sold during year		$4770.83
11 Gross profits		$3014.79
12 Current expenses		$1203.89
13 Net profits		$1810.90
14 Total income from business		$

and change the percentages to match, a much more reasonable schedule would result.

Correspondents must bear in mind that unless a proprietor's salary is charged to the expense account no significance whatever should be attached to the findings. They are incorrect and misleading, in so far as percentages of expense and net profit are concerned.

Frank Stewart, son of Mr. and Mrs. O. Hudson, Canadian, Texas.

Hugh F. Kasey, Mercedes, Texas, and little 3-year-old daughter.

Where Theodore Thompson, of the Spence-McCord Drug Co., La Crosse, Wis., lives during the summer. Houseboat "Borum Jeric" and launch shown in the picture.

Bungalow of Chris. G. Eubanks, proprietor of the Crescent Drug Store, Walla Walla, Washington. Mrs. Eubanks and son Richard seated on the steps.

A Page of Pictures.

The twenty-foot Mexican onyx fountain, Woldbride Company's drug store, Columbia, Tenn., H. B. Wilkins, proprietor.

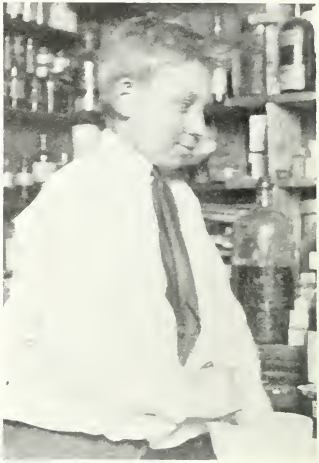
Comstock's Quality Pharmacy, Monroe, Mich., H. M. Comstock, proprietor, seen standing to the right in the picture.

An interior view of John T. Tooumey's store, Main Street, Brewster, New York.

Geo. Pfaff's store, 4159 W. North Ave., Chicago. Mr. Pfaff has two stores in Chicago.

Interior Views.

"Bill," only grandson of W. M. Fox, Louisville, Miss. Two years old.



Getting an early start. Son of E. A. Perrenot, Riegelsville, Pennsylvania.

Two New Zealand children, Margaret and Robert, Jr., son and daughter of Robert Pollok, Invercargill, Southland.

Children of John C. Krieger, Salamanca, N. Y. Mr. Kreiger used this picture as the art feature on his calendar for the year 1915.

Druggists' Children.

A Well-known Cuban's Store.

A Cuban pharmacy, located in Vedado, an exclusive residential suburb of Havana. The proprietor, Dr. Jose P. Alacan, seen standing at the left, is well known in the United States, having attended A. Ph. A. conventions at Washington, at Boston, and at Denver. He is also a man of note in his own country, being, among other things, Professor of Pharmacy at the University of Havana.

A Prosperous Pharmacy.

J. Frank Irwin, Hagerstown, Md., seen standing by the cash register, is only 30 years of age, but he has made a pronounced success of this establishment. Graduating from the Philadelphia College of Pharmacy in 1906, he became part owner of the store in 1911, and sole owner in 1914. Under his management the business has increased by leaps and bounds, and the store is now enjoying a flourishing degree of prosperity.

Crises I Have Faced.

Here are two of the three prize-winning papers detailing crises in druggists' lives, and how they have been faced. True stories, both of them; actual experiences; and it will be found, therefore, that they present unusual points of appeal. The other paper in this group of prize-winners was printed in our last month's issue.

THE CARELESSNESS OF A CLERK.

By W. O. W.

A few years ago I was in charge of the prescription department in a large city store. I was employed only in a dispensing capacity, although a part of my work consisted in keeping up the stock in the dispensary. One of my assistants was a young man named Joe who had had about two years drug-store experience. His time was divided between the dispensary and the counter. He was rather a careless boy and we had to keep an eye on him constantly.

One day I went to lunch, leaving Joe and one of the other clerks (the latter a young graduate) in charge of the prescription room.

When I came back at 1 o'clock I found quite a bit of work stacked up in front of me, and got busy at once. While I was working Joe edged up to me and said: "Say, Bill, isn't a teaspoonful of Fowler's solution a big dose for a baby?"

"What!" I cried.

"Yes," said Joe, "I filled a prescription while you were gone. I first showed it to Tom, who was out front talking to a man, and he said to fill the bottle with Fowler's solution."

"Show me the prescription," I demanded.

Joe turned to it on the file and I saw this:

For Baby ——.

R Liq. Pot. Arsen.....2 drachms.
Aquæ, ad..... 4 fluidounces.

M Sig Teaspoonful in water t. i. d.

——, M.D.

The prescription was badly, carelessly written, as all too many of them too often are, the words being pushed somewhat together, and the "ad" looking as if it might have been a part of the "aquæ."

"You didn't do it!" I cried.

"Yes, I did; that's just exactly what I did," responded Joe.

Tom, meanwhile, had left for lunch, so that source of information was cut off for an hour at least; but Joe staunchly maintained that he had filled a four-ounce bottle with Fowler's solution, labeled it "a teaspoonful three times a day," and delivered it to the waiting customer.

"Do you know who brought in the prescription?" I asked.

"No," replied Joe. "It was a French woman, but I never saw her before."

PRECIOUS MOMENTS LOST.

I hurried to the city directory and found in it three names similar to the one on the prescription. None of them, however, had the same initials.

I next tried to locate the physician who had written the prescription. He wasn't at his office, nor was he at his home. At the latter place they informed me that I might be able to locate him at the city hospital. 'Phoning there, I was told that while they were expecting him, he hadn't arrived yet.

Every minute counted, and every minute seemed like an age!

I called up the doctor's office again, and this time was given the number of a residence at which it was thought he might have stopped on his way to the hospital. Telephoning there I found that he had just left. I tried the hospital again and fortunately located him; he had just come in.

"Doctor," I said, "this is Bill at the —— Drug Store. You prescribed for Mrs. —— this morning. Can you give me her address?" The doctor thought a minute, and then came across with the desired information.

The woman's home was in the extreme end of the city!

A CAR OFF THE TRACK.

Meanwhile I had sent Joe to one of the other adresses given in the directory, in the hope that he might possibly be able to locate the right place. Joe was gone, so there was little left for me to do but to go out myself. One of the other clerks had put up the prescription again, right this time, and I grabbed the bottle and hustled for a car.

The part of the city I was bound for was reached by a belt line, and when I arrived at

the point of transfer, I found that the car which I was to take was off the track. As a result I had to go around half a mile, accomplishing this by a series of transfers. Although the temperature was 10 degrees below zero, I was bathed in perspiration and so nervous that I could scarcely sit still.

However, I finally got to the right street, and hurried to the address the doctor had given me. I rapped very loudly on the front door, after ringing the bell and not getting a response quick enough to suit me. A woman appeared—and she looked as if she might be French—and asked what the trouble was about. I told her that I was from the —— Drug Store, and asked if she had had a prescription compounded there that morning.

She said she had.

And then came the question on which everything hinged!

"Have you given any of the medicine yet?" I asked. She said she hadn't!

IN THE NICK OF TIME.

She had been getting ready to, though. Just when I had appeared she had gone to the kitchen to get a spoon for the purpose of administering a dose to her baby. I told her that it wouldn't have mattered much, anyway—not the exact truth, I am sorry to say—and got the bottle from her, giving her in its place the one I had brought with me.

As I turned away to retrace my steps to the car two fervent words shaped themselves in my consciousness—"Thank God!"

Needless to say, when I got back to the store I started on the warpath. Tom had returned from lunch and refused to plead guilty of having given Joe the instructions that the latter thought he had received. He had told him to fill the bottle with water. Joe had misunderstood. The inexcusable phase of the matter was that the bottle had gone out unchecked; plain, simple carelessness all round.

None of us was particularly anxious to advertise the matter, and I might add that neither the doctor nor the boss ever learned what had happened.

But could we have shaved serious results by a closer margin?

A VERBAL LEASE.

By "Gopher."

We learn by experience, they say. And this is how I learned what a verbal lease might do to a man.

I ran the only drug store in my town, which, under the circumstances, shall have to be nameless. I had bought the stock and fixtures from my predecessor, a registered druggist, and this man also owned the building. When he sold out to me he retired, but he still lived in town, and I considered him somewhat of a menace.

The town's one physician had been a druggist before he studied medicine. After I took charge of the business this doctor secured registration as a druggist through interstate exchange; and he was more of a menace than my predecessor.

My location was poor. I was on the wrong side of the busy part of the street; the other side had a sidewalk; our side didn't. And that was one reason why I wasn't particularly anxious to buy the building I occupied.

While I had made a little money I wasn't satisfied, for I didn't like that section of the country. The uncertainty of the crops was a big drawback. The soil was sandy, with no clay subsoil, and business fluctuated up and down from year to year as the Lord blessed us, or failed to, with harvests. I wanted to get back into my native State, in which I was also registered. So I got track of a few towns and made a trip to look them over.

AN OFFER TO BUY.

When the doctor found out that I contemplated making a change he came to see me and offered to buy me out, but his proposition was based on figures way below anything that I could accept. To have taken him up would have meant a decided loss to me.

I went back to the Minnesota town that I finally decided on to see what I could do about a building. I found one that seemed to suit my needs, and one that I could buy. It was a brick veneer, measured 25½ feet wide by 52 feet long, and was situated in the best part of the business section. The title was held by an

One of the headline features of the July Bulletin will be a series of three prize papers on "Amusing Experiences I have Had in the Collection of Bills."

estate, and the administrator priced the property very reasonably to me. I closed the deal and received a warranty deed.

The building was occupied as a storeroom for buggies and farm implements, and a legal notice to vacate at the expiration of 30 days was served on the occupant. I was given every assurance by those with whom I had dealt that there would be no difficulty about getting possession.

I went back home feeling pretty good, and began to pack my stock, crate my show-cases, and knock down my fixtures. It was a matter of 200 boxes, barrels, and crates. The care which I thought it necessary to use in order to avoid breakage made a hard job of it.

Two cars were used in shipping, practically nothing was broken in transit, and my freight bill amounted to $256.

There is a certain degree of satisfaction in getting out of a town that you don't like. On top of that there is always a certain degree of pleasurable anticipation in going into a new town. The future looked good, and I could see no reason why I shouldn't be prosperous—still, who knew? There is a little of the gambler in all of us.

A DISAPPOINTMENT.

But a whole lot of the fun that I was having was knocked into a cocked hat about thirty minutes after I landed in my new town, for I was handed out the dismal information that my tenant wouldn't vacate. He said that he held a verbal lease which gave him legal possession of the property up to March 1. He had ignored the notice to vacate.

Of course I went to see him, and tried to persuade him to let me in. I even offered to pay him rent on my own building to March 1. He replied, "I wouldn't rent this building to you for a thousand dollars a month!"

There was nothing left to do but to start suit to gain possession. A justice court decided against me, and I had to appeal to the District Court. When the case came up before the latter tribunal, my adversary put one over on me, and the case was advanced to the next term, which would convene the following May. I was up against it right!

All this trouble had started about the middle of July, and at that time March 1 seemed a long way off.

Vacant buildings were scarce in this particular town. The only one that could be had was at the extreme limits of the business section and very much out of the line of main travel. It was 12 feet wide and 20 feet long. It had a side-door entrance, the front being occupied by a show window 8 feet wide and 3 feet deep. Take 3 feet out for the depth of the window, and you have 17 feet left as the long dimension of the interior, so this room in reality was 12 by 17.

I went into it. I had to.

I could use only one side of my wall fixtures, this being sufficient to fill up both sides of my Tom Thumb store. On these shelves I put my patents and shelf bottles. I crowded in my cigar case, put in a little 4-foot jewelry case, and a 6-foot candy case. My prescription case, of course, had to go in, and so did my wrapping counter. Provision had to be made, also, for a long, narrow table (2 feet wide) on which to display my school supplies. The rear end of the store, as well as the side walls in that vicinity, were completely filled with pharmaceuticals. In some places they were put on the shelves three deep. Some harmony, this!

And the stove—where should I put the stove? A stove is like a mule—it can't be crowded. Nevertheless I couldn't get along without one, not in a country where it sometimes drops to 28 or 30 degrees below zero.

Well, I was obliged to set up the stove within a foot of the candy case. I got some heavy asbestos paper and some sheets of tin and tried to protect the wood near the heater as well as I could. This scheme worked all right; the heat waves would drive through the tin, but they were up against it when they struck the asbestos.

After getting everything set in place there wasn't much room left for customers—an aisle a trifle over 3 feet wide. Much of my stuff still remained stored—my fountain, part of my fixtures, and some of my stock.

And I am still here in the little room. I am writing this paper in it, not 8 feet removed from the tin-encased heater!

WATCHING THE CALENDAR.

It is now the last week of February, and in a few more days I shall be in possession of the building I bought and paid for last July, and

then everything will brighten up at once. Meanwhile I have put up my own ice for the coming summer, and plan on doing a good fountain business. My ice cost me $94.

Next week I have arranged to put in a nice hardwood floor in my building. In the center, where my aisle for the public will be, I shall have two strips of walnut put in, these two strips to be a foot apart. This will be in the form of a rectangle, and between these walnut strips oak flooring will be used. This ought to give a nice effect. The lumber will cost me $75.

My business runs about $10 a day now. This is very, very small indeed, and during the winter we have had to live pretty close. But so far I have met all obligations and discounted my bills. All I have sold has been drugs, medicines, and sundries, very little business in the cigar and candy lines having been done. Suing for possession has prevented me from collecting rent on my store, which amounts to quite a sum, but this I will eventually get. I can see no possible way by which I can be beaten out of it.

I feel that the fight I have put up has helped my standing wonderfully in the community. No one doubts my staying qualities now, and I hope that very few doubt my ability to make good. The doctor, with whom I am on very friendly terms, says that my backbone must be as stiff as a sled-stake.

The town is a live one; I feel that I have made no mistake in locating here. A new bank building is to go up in the spring, and another bank—a second one—has recently commenced business. In the spring, also, one of our general stores will erect a new building. Fully a dozen new residences will be started shortly after the frost gets out of the ground.

As I gaze out of the window and think of all this I feel like a kid, for next week will be a banner week for me. Monday is March 1, and I think I shall deck my building with flags to celebrate the occasion. It will be sort of a private holiday, but I shall enjoy it.

THE GRADUATE'S DREAM.—Chorus of business men: "Want a Good Job?"—"Five Thousand Dollars and Expenses to Start With!"—"I Spoke First!"—"Your Own Terms!"—"We Need Your Services!"—Don't Turn Us Down!" —*Life.*

Monthly Prize Questions and Answers.

Dissenting opinions appear in the four papers presented this month in answer to the question, "Should We Give a Discount to Nurses, and, If So, On What Goods?" One druggist declares that discounts to nurses are an unmixed evil, and he has thrown the plan out of his store entirely. Another writer considers the plan a feasible one if handled under certain restrictions. The other two men assert, on the other hand, that by giving discounts to nurses much valuable advertising is secured by the store and that it is the means of creating new and profitable customers. The various arguments are set forth vigorously, and whatever may be your views on the subject the four papers will be found full of interest.

Should We Give a Discount to Nurses?

Answers to a question announced in November.

PRIZE ARTICLE: AN EMPHATIC NO.

By Grover T. Skillings.

Giving discounts to nurses has cost me a considerable amount of money and has lost for me a number of profitable customers.

For several years I spared no effort to do everything possible to capture the trade of the forty-odd nurses located in town. I ran a nurses' directory containing a list of all the nurses, together with their addresses, telephone numbers, the kind of cases accepted, and the amount of salary expected. The list was kept up to the minute, and upon reference to it one could find what nurses were available for any particular job. I wrote, each month, personal letters to all the nurses on the list, extolling the advantages of trading at my store. I gave discounts on all purchases made by nurses, the discounts ranging from 10 per cent on proprietary and toilet articles to 25 per cent and even more on long-profit goods.

And get business I certainly did. Gradually a trade was worked up until almost half of the nurses in town were trading with me. The purchases included selections from nearly everything in stock. The list ran from clinical thermometers and hypodermatic tablets to face creams and candies.

HOW DISCOUNT-GIVING INJURES BUSINESS.

The beginning of the awakening came one day when I asked a woman customer, who previously used to buy one particular brand of tooth-paste from me, why she no longer purchased it. She informed me that Miss B., one of my hard-worked-for nurse customers, was getting it for her and giving her the benefit of the discount.

On further investigation and a little judicious questioning I found that several of the nurses were making purchases of all sorts in the store for their numerous friends (including quite a few of the people who were numbered as my best customers) and letting them reap the benefits of the saving. This saving came directly out of my profits. At a conservative estimate each one of the nurses was making drug-store purchases for three families that previously came direct to me for their needs.

The irony of the whole situation lay in the fact that I, myself, had introduced and recommended the nurses to some of the families in question.

But the final awakening came when a young man, who had been in the habit of buying a dollar box of candy every Sunday for over a year, ceased to trade with me. Instead, his sister, who was one of the nurses on my list, was buying the candy for him at the price of 85 cents.

STOPPING THE GIVING OF DISCOUNTS.

Then I shut down, sharp and sudden, on the giving of discounts to nurses, whether on supplies for use in the practice of their profession or for drug-store needfuls for their friends. Some of the nurses left me for stores that would give discounts. They took with them, too, some of my pet customers.

But in the main I did not lose. Most of my old customers came back, willing to pay fair prices. The nurses found that my prices on the articles used in their work were equally as low as could be obtained elsewhere. The variety of goods purchased for actual professional work, such as clinical thermometers, hypodermatic syringes and tablets, surgeons'

gloves, antiseptic dressings, etc., are sold mainly to physicians and nurses. These I priced accordingly, so that whatever allowance nurses —as professional workers—are entitled to, they still get at my store.

I still keep up the nurses' directory, I still send out occasional letters describing the quality of the goods carried, and I still solicit the nurses' business. I base my claims, however, upon the merits of the merchandise and upon one price to all.

But I am done with special discounts. My personal experience has taught me that it is a losing game.

THIS MAN SAYS YES.

By M. J. Forbes

It is my belief that a discount given to nurses on everything they purchase is one of the best advertising investments that a druggist can make. The ramifications of such advertising are hard to trace, but here is the account of a case in which I know it paid.

The nurse in question entered, one day, a store in which she had never before traded. To her surprise she was given a discount and told that the practice was a custom of the store. The store got her trade and she became increasingly satisfied with the treatment accorded her.

In a house where she was engaged on a case, she told the daughter of the house that the best cold cream in the city was to be found at this particular store. She had tried the cream herself, and had learned upon inquiry that it was the firm's own make and that it contained no undesirable ingredients. The daughter became a constant patron for the cream and recommended it to all her friends.

This nurse boarded in a physician's family. Her praises led the doctor to try the store, with the result that some of his prescription trade drifted that way.

Being engaged largely in obstetrical cases, where the needs of mothers and baby are considerable, the nurse was able to put in many a good word for the store that treated her with so much courtesy and liberality. Patients who inquired where the best rubber goods and other articles could be obtained were recommended to the store.

HOW TO GET THE NURSES' TRADE.

It pays to go after the trade of nurses systematically, to earn their good-will not only by giving them discounts on their purchases but also by sending them occasional personal letters and by giving them souvenirs now and again. In the small town the druggist can gain their active support by keeping a nurses' directory.

Many nurses who specialize in obstetrics have their services spoken for months beforehand by expectant mothers in well-to-do families. In return for some small service, such as keeping the nurse's name and telephone number in case of an emergency call, the druggist is oftentimes enabled to get a list of prospective mothers. From this list he may obtain considerable business by sending carefully written personal letters. In case the nurse considers this practice a breach of professional etiquette the druggist can wait until the great event is announced. In either case he has, in the nurse, a friend at court. The nurse is in a position to be an important connecting link between the patient and druggist.

Word-of-mouth advertising is the best in the world and the hardest to get—and the druggist

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QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **In medium sized towns many merchants favor a credit instead of a cash business. What is your experience and why your conclusions?** *Submitted by J. Earl Taylor, Gridley, Ill.*

2. **What qualities do you consider of supreme importance in a clerk?** *Submitted by J. Dart, Boston, Mass.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by July 10.

who is alert enough to make friends among a wide circle of nurses may feel that he has good reason to congratulate himself.

NURSES CREATE CUSTOMERS FOR THE STORE.

By Eugene F. Rimmer

In building up a successful drug-store business no amount of general advertising will encourage the confidence in the store and secure for it the prestige that results from the hearty indorsements of friendly physicians and nurses. To show these friends that their support is appreciated can best be accomplished by granting them material concessions on merchandise purchased.

It is good business policy, as well as professional courtesy, to extend discounts to physicians. The nurse, too, should be given the same privilege, for a nurse that is kindly disposed toward a store can aid it even more than a physician. She is in attendance on the patient all the time, and to her is entrusted, generally, the purchase of sick-room necessities at whatever store she may choose.

Of two stores carrying similar stocks and giving the same grade of service, the one that gives the nurse a discount, thus showing that its owner appreciates her support and coöperation, is the one, of course, that gets all business the nurse can swing. She gives the store a valuable recommendation that creates for the store a patron, whose subsequent trade after the nurse has finished her engagement at his home more than makes up for the discounts given to the nurse while in attendance on the case.

NURSES WILLING TO RECIPROCATE.

Another reason, although perhaps a minor one, why nurses should be given discounts is that they are generally willing to reciprocate favors. Many of the nurses that I have had dealings with grant to druggists and their families very liberal discounts whenever there is home nursing to be done. Although the chances are that the services of the nurse will never be needed, the fact that she stands ready to give of her time should entitle her to consideration.

Purchases made by nurses divide themselves into two classes. The first class comprises those goods used by the nurse in the practice of her profession, while the second division includes the merchandise required for her personal needs.

Included in the first division are such things as hypodermic syringes, clinical thermometers, rubber gloves, and whatever drugs the nurse is required to administer from her own personal supply. On these articles we always stand ready to grant a suitable discount.

GIVE DISCOUNTS ON PERSONAL NECESSITIES.

In the second division, that of personal necessities and desires, it is most important that we should give a discount, for here the personal element enters. If the nurse needs medicine for her own use it is our policy to grant a very liberal discount. There also enters into this classification the things purchased by the nurse for her personal needs or pleasure, such as toilet requisites, stationery, or any one of the varied items carried in the drug-store stock. A smaller discount should be given on these purchases than on those included in the list of necessities. But even the smaller discount on these goods is appreciated to a greater extent because it is more personal. It makes the nurse feel that her patronage is appreciated.

The trite adage that says a satisfied customer is a store's best advertisement is doubly applicable in the case of a nurse. The nurse who receives a discount on her purchases not only advertises the store, but also acts as a friendly coworker.

FROM A PHARMACIST IN IRELAND.

By Victor E. Hanna, Dublin, Ireland

In my opinion nurses should be given discounts on purchases made by them, but such discounts should be given only under certain conditions.

If the articles required—whether they be prescriptions, own-make preparations, patent medicines, surgical goods, or dressings—are for the nurse's personal use, or are required by her to aid in carrying on the work incidental to the case in hand, I think she is entitled to some reduction from the prices ordinarily charged to the public.

Unfortunately, the nursing profession in this country (Ireland) has not reached the level it should. The training time for nurses lasts from three to four and one-half years, during which time a very small salary is given.

And even after such a training the salary the professional receives is comparatively small, ranging from 30 shillings to 2 guineas (about $7.50 to $10) per week. Board, laundry, and traveling expenses are also included.

Owing, perhaps, to this comparatively small compensation, there is a practice cropping up among the nurses, more frequently now than ever before, that is to be deplored greatly, and that should be rigidly and firmly put down by every honest self-respecting pharmacist. In justice, however, I should say that it is not to be found among the higher grade of nurses, but rather among the class of nurses who perhaps allow what should be their fair and just salaries to be cut down by people who can usually afford to pay the full fees.

A PRACTICE THAT SHOULD BE STOPPED.

The practice has two distinct phases. In the first the irregularity occurs when the nurse asks for an account of the goods ordered for the patient to be rendered at full prices, and then seeks for herself a discount or commission on the sale. The second phase of the practice is where the nurse asks for the account in which the items are extended at the reduced prices allowed her. Then the account is paid for by the person in whose employ the nurse is engaged. In the first instance the nurse benefits, and in the second the benefit is obtained by those who should pay full prices.

I make it a practice in my own business, when anything is called for, to ask the nurse purchaser whether or not the article is intended for her own use. Upon her answer depends my charges. *If the merchandise is for her own personal needs she gets a discount on the purchase, but if the purchase is for some one else she does not secure any discount.*

There is another point that applies particularly in this country and concerns the products in the "Protected Articles Trade Association's" list. These are all price-restricted and are sold at one uniform figure everywhere. Any article on this list should not be sold, even to nurses, below the minimum price fixed by the manufacturers and entered on the list.

The subject for discussion next month will be: "Why I Am a Druggist."

MY BEST PAYING SIDE-LINE—Taking Pictures

27th Paper

By ROBERT R. SAUL

Practically everybody has gone through the picture-taking fever, and partially or thoroughly recovered. But with me the complaint seemed to take on a chronic aspect. The more I snapped the more fever I had, and the less effect the medicine of continuous failures seemed to have on me, owing, perhaps, to the few and far between successful pictures I was able to get.

My first camera was a plate affair known as the "Cyclone." This device had twelve metal holders suspended in the dark recess of its back, and by pressing a button and turning a crank one could drop the exposed plate and have another plate automatically pressed into position for exposure.

From this I gradually advanced to a folding plate camera, and then to the film—to which I have pinned my faith as the most practical for my purpose.

At the time I started in business the country was full of homesteaders, composed in the main of clerks and school-teachers who were taking the rest cure while proving up on 160 acres of Uncle Sam's free land.

Everybody seemed to have a camera, but there were no films. So I added a full line to my stock.

TRANSMUTING THE HOBBY.

Partly to stimulate interest, but mostly because I wanted to, I began taking pictures and placing them in the post-card rack, and in the windows. As soon as it became known that I had supplies business started to grow along that line; and knowing that I took pictures the homesteaders came to me for advice and suggestions.

This brought many customers to my store, and in this manner I began to get acquainted

with people I had just barely known before. And where my advice was of a helpful nature and improved their work it inspired confidence in me, and I was assured of any future business they could give me.

Later I invested in a better machine, post-

A railway snow plow in action.

card size, and for some time made pictures of everything worth snapping: bucking broncbos, bucking snow-plows, pony races, etc.; and in time the patrons of all departments of my store stopped at the post-card racks to look for local views, because mine were "different."

About this time the general stores tried to sell me their floor-racks and stocks of post-cards, telling me that such goods were a little

Spinning the lariat.

out of their line. But that wasn't it. It was really because I was getting all the post-card business. People were buying photo post-cards of original subjects and had no use for the near comics and lithograph cards.

UTILIZING SPARE TIME.

We have some negatives from which we have made over a thousand cards, while others only sell while the event back of the picture is fresh in the public mind.

I am not saying that every druggist is in a position to do as I have been able to, but for the druggist in a small town, dependent on country trade for his business, the making and featuring of "our own" line of pictures and picture-cards strikes me as a most sane and sensible side-line. There is no trouble in finding time enough. In my section, at least, there is little general business in the evening.

I have a small dark-room fairly well equipped, and do a limited amount of developing for my regular customers, and I make it a rule to turn this out as quickly as possible. For those who are in no great rush I send the work to a good service finisher, and get a commission.

Now as there are no regular photographers

Shearing sheep.

in this vicinity I get a great many calls for pictures of various objects, such as cattle, shipping scenes, horses, dogs, etc.; in fact, I am at times obliged to make post-cards of babies and children, and now and then a family group. But I make nothing but post-cards, and on these special orders I set the price high enough to let me out with a nice margin.

IT HAS PAID.

All this keeps the interest up. People come in to see the latest post-cards of snow scenes, floods, etc., all depicting places they know about and are interested in. And then there is the amateur who has just made his first exposures. We take him into the dark-room and let him go through that breathless moment we have all experienced in waiting for the emulsion to darken and the negative begin to form. Will it be good—or not? The question is vital; and when it turns out good we fix the

film before his eyes and let him see what he has done.

Later he wants prints, and comes to the store with a friend to show him the negatives. Then he comes again and brings more friends and buys another film, and leaves one to be developed. And all the time our "hobby" and our interest in the photo business is serving as an endless chain to bring customers to the store. It has paid.

The 28th paper in this series of articles will appear next month, and it will be devoted to the allied subject of photographic supplies.

HOW I BUILT UP A GOOD FOUNTAIN AND ICE CREAM BUSINESS

By E. J. LOCHLER

Eight years ago I opened a drug store in a Southern town of about 35,000 population. I had never had any experience in conducting a drug business as they do in the South, and owing to lack of knowledge I left out of my equipment one of the most essential features of a store, especially those within a radius of 200 miles of Atlanta, Ga. I did not install a soda fountain.

Moreover, I had never had any experience with a fountain—and that's just the reason I left it out. I didn't want any; but as this narrative is strung along you will see how the soda fountain proved a life-saver to my store, and how the business connected with it later became little short of a hobby with me.

After opening up it soon became apparent that I would either have to have a fountain or be embarrassed by a visit from the sheriff. So I went to Atlanta, bought a very nice $1800 outfit, got it on to a freight train, and in less than a week was ready for business.

The first batch of ice cream I made was turned out by hand in a 3-gallon freezer. It was something awful! Simply *i-c-e-r-ee*, as the hired girls say. But with persistent effort I got it a little better and better all the time.

THE REAL BEGINNING.

I secured the services of a young unregistered clerk who had had considerable experience with a fountain, and he became of invaluable assistance to me.

I soon learned that every druggist in town was selling 5-cent ice cream. The dairies were charging me $1.60 a gallon for cream. I could not see where I could use much cream at that price and sell my ice cream for 5 cents, so I tried to get my brother druggists to join me and raise the price to 10 cents.

They couldn't see it my way, however; and then I got my back up and decided that I would make and sell 10-cent ice cream or none at all.

I put out a good article, made the fact known as best I could, and charged the limit—10 cents. Right from the beginning people began to come my way. I noticed new faces, and more of them, in my store every day.

I soon had to have more chairs and tables. I had to have more room, and increase my facilities for handling the business and for manufacturing the ice cream.

The second year I decided to branch out. I bought an electric freezer that enabled me to turn out 15 gallons of cream in eight minutes. I installed a large ice-box, a salt bin, an ice-crusher, 200 delivery tubs running in size from a quart to 10 gallons, and some brick and fancy shaped ice-cream molds.

PUSHING AHEAD.

I had one series of molds that made quite a hit at card parties. They represented hearts, clubs, diamonds, and spades.

Now I wasn't doing all of this on that $1.60 cream—don't think that. For I soon found out that the price was high and the quality was low.

I made arrangements with the famous Vanderbilt Dairy at Biltmore, N. C., to furnish me a specified quantity of 25-per-cent butter-fat cream every day. Now Biltmore is not very many miles from my city, and I got my cream regularly every day, packed in crushed ice and sealed. I also got exclusive rights, with the privilege of increasing my orders as business warranted.

I then got up a nice mailing list, and sent out to each individual on it a circular letter (put up in typewritten style and made to appear like a personal communication), telling the ladies just exactly what I was doing, and quoting prices on creams and ices. In two or three weeks' time I followed up these letters with a postal card, setting forth the facts that I could still handle more business and would greatly appreciate a trial order.

Now, a woman will take a card more or less as a letter, no matter whether it is an advertisement or not, while a man will throw it in the waste-paper basket as soon as he sees it is an advertisement.

Slides at the moving-picture shows were another advertising medium I used, and I will say right here that I found this method one of the best to bring results. I had something about Biltmore Cream in my advertisement, no matter what I was featuring.

SPECIAL CONTRACTS.

I secured signed contracts for the year with the Cotillion Club, the Friday Night Euchre Club, and a dozen or more others. I gave them special prices in contract lots. I got $2.00 a gallon for plain creams, $2.50 a gallon for fruit and nut specials, and $2.50 in bricks. For fancy individual molds I got 20 cents apiece, and $1.50 a gallon for ices. The prices were good, and the goods better.

Eventually I had to put on a delivery wagon to take care of my Sunday business.

Now I know a number of readers are wondering what some of the other druggists were doing while I was indulging in all this bombarding. Well, some of them woke up to the fact that they had been neglecting this field and tried, by adopting somewhat the same kind of tactics that I was pursuing, to get into the game and pull out a part of the proceeds. But they were too late. I had the start, and I held it.

Of course, my fountain is now a popular and paying institution. I get the business, and what is far more important, I get the price!

In closing I submit a number of my best formulas:

ORANGE ICE.

Sugar	8 pounds.
Water	2 gallons.
Oranges	40.
Lemons	8

Mix and freeze.

FROZEN EGG-NOG

Sweet milk	1 gallon.
Pure cream	½ gallon.
Eggs	12.
Sugar	2½ pounds.
Jamaica rum,	
Whisky, of each	5 fluidounces.
Powdered nutmeg	30 grains.

Mix and freeze. Serve with whipped cream.

GRAPE-JUICE ICE.

Oranges, juice of	8.
Lemons, juice of	8.
Grape juice	1 quart.

Sweeten to taste, and freeze hard

SNOW DRIFT.

Milk	1 gallon.
Lemons	6.
Sugar	2 pounds.

Mix and freeze.

ROMAN PUNCH.

Lemons	8.
Water	1½ gallons.
Oranges	6.
Sugar	6 pounds.
Eggs (whites only)	6.
Powdered sugar	4 ounces.
Rum	½ pint.
Sherry wine	½ pint.
Brandy	½ pint.

NEW ORLEANS PUNCH.

Eggs	12.
Cream	1 gallon.
Sugar	2 pounds.

Beat the eggs, add the sugar and cream, and freeze stiff. Then add 8 ounces of brandy and 6 ounces of Jamaica rum. Serve with a dash of nutmeg.

WALNUT BISQUE.

Ground walnuts	¾ pound.
Macaroons	2 dozen.
Lady-fingers	2 dozen.
Extract of vanilla	1 fluidounce.
Sherry wine	8 fluidounces.
Sugar	2 pounds.
Milk	1 gallon.
Cream	1 gallon.
Caramel	½ fluidounce.

Mix and freeze

TUTTI-FRUTTI CREAM.

Sugar	2½ pounds.
Crystallized cherries	1 pound.
Crushed pineapple	½ pound.
Juice of 3 lemons.	
Milk	3 quarts.
Cream	1 gallon.
Sherry wine	½ pint.

Mix and freeze.

MARY'S LAMB AND A CORN REMOVER

By WM. G. GREENAWALT

Some years ago there appeared in the BULLETIN OF PHARMACY an account of how a corn cure was exploited by the use of a little doggerel, a parody on Mary and her lamb. This was quite clever, and I have always remembered it.

I had been selling the well-known salicylic acid and cannabis indica corn remover, under the name of Eureka Corn Remedy, for a long time, and being anxious to increase the sale of this preparation I determined to modify the old doggerel version of Mary and her little corn somewhat, and adapt it to my present needs and location.

So I got busy and shaped up a "pome," and ran it in one of our daily papers under the caption, "A Toe Corn."

My initial (and modest) attempt occasioned considerable comment as well as amusement, and best of all it sold a little Eureka; enough, in fact, to encourage me to keep on. Here is the way the first stanza ran:

Mary had a nasty corn,
Upon her little toe.
And everywhere that Mary went,
That corn was bound to go.

There were three more stanzas, and into their structure I wove the name Eureka, told what my corn remover would do, and advised sufferers to come to me for relief.

I ran this ad. a week, and then followed it up with another "pome" entitled "A Corn Song," and which began like this:

A nasty corn dear Mary had,
A nasty corn had she,
And everywhere that Mary went,
That corn was sure to be.

There were four stanzas in this production also.

These two Henry W. Longfellow attempts nearly resulted disastrously to the name "Eureka." People persisted in calling for "Mary's Corn Cure" (not a bad name, by the way!) or "that corn cure that Mary uses." A great many jokes and puns were sprung at Mary's expense—and to my profit. This was one of the most successful bits of advertising that I ever indulged in.

I might say that I supplemented the two poems by running simultaneously a little two-inch, single-column ad. like this:

EUREKA

CORN REMEDY

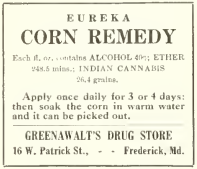
The kind that "Mary" used—
Makes walking easy

15 CENTS

GREENAWALT'S
DRUG STORE

I also placed a big show-card in one of my windows on which was printed, in large letters, poem No. 2.

Any one who puts up his own corn remedy may find it possible to manufacture a little


EUREKA
CORN REMEDY
Each fl. oz. contains ALCOHOL 40%; ETHER 248.5 mins.; INDIAN CANNABIS 58.4 grains.
Apply once daily for 3 or 4 days: then soak the corn in warm water and it can be picked out.
GREENAWALT'S DRUG STORE
16 W. Patrick St., - - Frederick, Md.

Label of the corn remedy that Mary's lamb helped to popularize.

doggerel suited to his individual needs which, if not altogether bad, ought to help a little. He must be sure that his attempts are above those of the average versifier, though, for if they fail to "carry" his general standing in the community may be somewhat seriously affected!

Selling Fourth-of-July Goods.

We solicited articles under this head with "malice aforethought," fully expecting that both sides of a controversy that comes up annually would be represented. We have not been disappointed. Read what is said.

IN A SMALL TOWN.

By John Henning.

A city druggist does not have the opportunity to round up a few dollars on Fourth of July that the druggist in a small town has; in fact, that particular day to a resident of the city does not have the same significance that it does to the inhabitant of a small town. Fourth of July is looked forward to, out here in the hazel brush where I live.

And we celebrate it, too! There is a hot time in this old town, at least every other year. We used to celebrate every year, in the good old days after the war. But lately we have fallen into the habit of rather neglecting our duty in this respect. We pair off with a neighboring town; one year they celebrate, the next year it is our turn.

When it is our off year, we do not lay in much in the way of fireworks. A little, it is true, but not much. There are a few stay-at-homes who will buy a firecracker or two, or a sky-rocket or two, or possibly once in a while a Roman candle. But as a rule the town is depopulated, and consequently very quiet.

But when our year comes pandemonium breaks loose. On that day, figuring our business as a whole, we plan on making not less than two hundred dollars.

To begin with, I always get on the Fireworks Committee, if I can. If I succeed in edging myself in I am in a fairly good position to get the order for the big bunch that is shot up by the village just after dusk. One year I cleared $72.00 on this order; last year the best I could do was to squeeze out $12.00.

As a rule we carry from $100.00 to $150.00 worth of fireworks on these celebration days, and we aim to sell it all. Late in the evening we dash prices right and left in order to dispose of what remains on hand. Some goods are sold in this way for much less than cost, but on the whole we consider it an exceptionally good investment.

Contrary to what is sometimes taught, we do not hesitate to make an elaborate window display of this inflammable material. So far we have had no trouble. We have never made it a point to take out extra insurance, either.

Not very many seasons ago, the Fourth of July went bad on us. It was cold and stormy; rained all day. Of course this meant that our stock of fireworks must be carried over two years. Now we knew what might happen if we packed the boxes away, said nothing about the matter, and then had a fire. The insurance companies might not allow us a cent, possibly. So we made arrangements to send the entire shipment back to the jobbing house from which we had bought it, and they stored it for us. We made no attempt to avoid paying for the goods, of course, and they were willing enough to accommodate us in this manner.

We are not satisfied with the business which might come into the store. We go out after it. Last year we ran two separate stands, each in a good location. We hire reliable men to take charge of these stands, and we have never failed to make good money out of them. Late in the afternoon our fireworks stock is properly apportioned. We keep most of it in the store, but perhaps a quarter of it goes to each stand.

There has been a great deal of discussion lately as to whether or not fireworks should be sold at all. The cannon cracker had its day, is gone, and we are all glad of it. But I can see no harm in the ordinary firecracker, or in torpedoes, or in paper-cap pistols, or in Roman candles. Perhaps sky-rockets come in a little different class; they do sometimes result in a serious injury.

But it has been my observation, extending over quite a number of years, that the damage done to hands, eyes, etc., has been the result of home-made devices, rather than that of the package goods ordinarily sold under our present laws. It is the old-fashioned "firing the anvil," or the "mud can," or some such device, that mutilates hands and causes other serious trouble. The noise is bad, of course, and the older a person gets the less he seems to like it. But viewed from a broad standpoint it strikes me that we should all attempt to remem-

ber that we were young ourselves once, and that we liked to shoot a firecracker just as well as any kid that ever lived.

IN A SUBURB OF PHILADELPHIA.

By A. H. Martin.

I am located in a small town of about a thousand inhabitants, and I make every effort to take advantage of what might be termed seasonable opportunities. Fourth of July is one of these; on that day there is a chance to make sales that cannot be made on any other day.

There is still another phase of the matter. I stock Fourth-of-July goods partly for the purpose of keeping people from going out of town. There is a certain amount in this line of material that will be used; the American people will celebrate; and we like to have them spend their money at home.

The first year I bought about $35.00 worth of fireworks. I sold out slick and clean, and I kept separate account of what I sold in this line. It footed $82.15.

The second year I bought $50.00 worth of fireworks, and kept a separate account. My returns were $110.80.

The third year I bought about $70.00 worth of fireworks, and received $165.00 in return.

I always lay in an extra supply of ice cream, confectionery, and photographic supplies for this day, and these goods sell almost as well as fireworks.

I buy very carefully, aiming to carry a large variety, and small quantities of each. The items run from penny goods up to sky-rockets at 75 cents each, and crackers of 10,000 on a string.

Each year I take special precaution against fire. It costs me $4.35 to carry special insurance for 30 days, while the fireworks are in the store. I also put buckets filled with water under the table on which my stock is displayed, and under this table I usually have strips of wet carpet.

Last year a crowd of young customers requested me to keep open late on the night of July 3 so that they could begin celebrating the minute the clock struck 12. I did so, and sold nearly a third of my stock in less than two hours. The candy and soda-water business was good also. Candy and soda-water business is always good on the Fourth of July—if it doesn't rain. I usually do more on this day with these things than I do in the whole of an average week.

I look forward to the Fourth of July as a day on which I can pull out not less than $100.00 net.

HE'S AGIN IT!

By J. W. Giesburg, Kansas City, Kansas.

In the April number of the Bulletin there appeared a hurry-up appeal for short articles on the sale of Fourth-of-July goods, by which it is inferred is meant firecrackers, torpedoes, revolvers, cannons, and other noise-making and death-dealing devices and instruments of torture.

In view of the fact that cities, towns, and villages are rapidly passing laws to *prevent* the sales of the aforementioned articles, for the love of Mike what do you mean by asking for papers on the best means to *stimulate* sales along this line?

How far would a druggist get in an argument justifying the sales of liquor or dope if he merely pointed to the profit he made on them? On the one hand would be the inmates of jails, pauper and insane asylums, orphans' homes, etc. And on the other—a few dollars!

When we stop to consider how many innocent little children are maimed and crippled for life, and how many are killed outright each year in the perfectly idiotic and noisy way we have been in the habit of celebrating the glorious Fourth of July, and of how many invalids' lives are jeopardized or sacrificed by the nerve-racking noise for nearly a week each year, can any amount of profit, real or imaginary, compensate for the damage done?

Suppose, for instance, that it was *your* wife who was lying at the point of death, perhaps, and to whom absolute quiet and rest meant everything; or that it was *your* little son or *your* little daughter who had his or her eyesight destroyed, or tiny hand blown off, by one of these modern contraptions of Satan, called cannon crackers, would you consider the measly handful of pennies you had made on your Fourth-of-July goods as ample compensation for the havoc you had wrought?

Would you? Think it over.

THE EXPERIENCES OF A TRAVELING SALESMAN

4th Installment

By J. E. E.

I had been city salesman about four months, and in looking back on this period after the lapse of a dozen or fifteen years, I can see that I was about as rank a city salesman as ever trudged from store to store. And the reason is that I did not get acquainted with my trade.

A few of my customers were easy to approach and responded readily enough to my advances in this particular. But most of them did not. There were some who acted as if they did not want to know me; who gave me an order if they had one, and then got busy at a get-away. These were the hard-faced, busy kind. Altogether too much of the world's cares rested on their shoulders. Then again, there were those who appeared to be always surrounded by a bunch of cronies, and it seemed quite impossible to edge into this select little company.

During the evening is the time to do this kind of missionary work, and I made a number of trips to different stores with this object in view. However, speaking generally, my success was so indifferent that I gave up the attempt and let nature take its course.

I have said that I got Frank Newton's territory. This is not, strictly speaking, exactly what happened. Rather I got what was left of it after the other boys, occupying adjacent territories, had bombarded the sales manager and annexed what towns they thought they needed. Along the edges it became somewhat deleted, not to say emasculated.

But why should I worry? I felt very charitably inclined toward the whole world, and particularly toward my house and all of those attached to it. Let them have the good accounts if they wanted them; I would still have enough left to satisfy any reasonable human being.

All of which was a mistake. Later I got wise enough to know that whenever a territory I covered was undergoing any sort of a surgical operation, right then was the time for me to grasp my firearms. "Hold fast what you got, and get all from the other fellow that you can" became my somewhat piratical motto.

I have said, also, that Frank Newton was a first-class salesman. And I still stick to it, in spite of the fact that he was what we would now term old-fashioned. He worked very slowly. I have known him to stay in one town an entire day—a town of a thousand population in which he had only one customer, at that. He worked altogether on the friendship basis. He cemented a warm personal relationship with every customer who would permit it, and consequently made it extremely hard to refuse to give him business. If there were two drug stores in a town and the proprietors were at swords' points, as often happens, he called on only one of them. This made him strong with the favored man, and subjected him to all kinds of knocks from the other one.

The modern tendency is to put out a much younger man than Newton was, to crack the whip over his head and to make him "go some," as the saying is. A great many sales managers insist that the traveling man shall call on every place in town where there is a possibility of selling goods. If there are five drug stores, he should sell them all; and after that is done he should sell the hardware stores, the grocery stores, the notion stores, the confectionery stores, the ice-cream parlors, and so on. In these days of struggle and push nothing should be overlooked.

Newton did a good business, in spite of his methods. He had a certain amount of custom that it was next to impossible to get away from him. What he lost by not scattering his attention he made up in good accounts.

It may be asked, in view of the fact that he was such a good man, why Newton remained with a small house. In answer let it be said that the larger houses do not always have the best men, by any means. A great many good salesmen are with comparatively small institutions, and propose to remain with them indefinitely. It is easier to work for a small house, to begin with, and your association with the members of the firm and executive staff becomes very intimate. A little house is more or less of a family affair; that is, the family

spirit pervades to a degree. Men dislike to pull themselves away from affiliations of this kind.

Then, too, a man, particularly an older man, dislikes to make changes of territory, for the reason that it usually means a change of residence. This is seldom desirable.

And on top of all the rest a man who is pretty well along in years hesitates to give up a certainty for the Lord knows what. He knows just exactly what he can do on the old territory, and knows what he will be able to do on it just as long as he can stagger around with a grip in his hand. What fresh conquests in new fields may amount to can only be a matter of conjecture.

I had not been working evenings while officiating as a city salesman: now it was different. A drug roadman's day closes somewhere between 9 o'clock and midnight. Just as long as there is a store open there is a chance to sell goods. Stores of a certain class close at 6 o'clock in the larger towns, but drug stores are more like Tennyson's brook. Union hours do not exist for the man whose business it is to write drug items down in a little red book.

Still I had a very easy territory to work. Train service was good, and I did not find it necessary at any time during the three weeks that it took me to go over my beat to get up earlier than 5 o'clock in the morning.

It used to be the system not to work Saturdays—at any rate, Saturday afternoons. There has been a change in this respect, but a dozen years ago we had it doped that drug stores were too busy Saturdays to give us the proper attention. This idea was a hang-over from some prehistoric age, but we did not hesitate to take full advantage of all that it meant. We slid for the home base Friday night, usually.

My first week's trip was uneventful—there was only one thing that occurred that seems to have impressed itself on my memory. The house had supplied me with a list of customers in each town, of course, and late in the afternoon along toward the end of the week I struck a place called Canfield. Reference to my list showed that we had four customers there; that we sold one of the two drug stores, two hardware stores, and a cigar store. The drug-store proprietor's name was put down as C. D. Herrick.

When I went into this store a very large man, with a stiff hat set well back on his head, came out from behind the prescription case and walked down toward me. I approached him smilingly with the question, "Mr. C. D. Herrick?"

He batted both eyes a number of times, like an owl, and then stood staring at me without replying.

I repeated the question: "Mister C. D. Herrick?"

Still no answer, and still the stare. I became somewhat embarrassed, and began to sweat under the collar. Then the idea struck me that he might be a little deaf. So I cut loose in tones little short of a yell:

"Mr. C. D. Herrick?"

The man did not smile, he merely bowed. His face was absolutely expressionless, yet his eyes never left my face. He was a bright, intelligent-looking sort of a man, at that. I was mystified, and very much disconcerted.

He had bowed; that must mean "yes." So I held out my hand, told him who I was, and whom I represented, after which I led off with some brilliant remark about the weather. In response all I got was another nod of the head.

The point lies here: that man was a doctor. I would not lay down the statement as a general proposition, but my experience has been that a great many physicians resent it if they are called "Mister." This man surely did, and it took six or eight or ten trips to overcome my initial blunder. Later we became very good friends, and he has given me many a fat order.

But I wasn't in the least to blame for the mistake I made. The initials, I learned later, stood for Cora D., his wife's name. Mrs. Herrick was a registered druggist, and she owned the store.

All this was bad enough, but the very next day I compounded the felony. I went into another store, ran afoul of another doctor-proprietor, and repeatedly addressed him as "mister." Moreover I told him about the mistake I had made the day before, and dilated somewhat unnecessarily on the point that the proper way to offend a physician was to mildly intimate that it might be possible that he belonged on a level with the rest of humanity. The second man laughed half-heartedly, and a sixth sense told me that something was wrong. When I got back to the hotel I asked a few questions which put me right; and it took me a great deal longer to kill off the effects of this mistake than it did the first one.

(To be continued.)

BOARD QUESTIONS ANSWERED

A PENNSYLVANIA EXAMINATION.

(Continued from the May BULLETIN.)

64. (*a*) What are protective antidotes? (*b*) Give an example.

(*a*) Protective antidotes are those that protect the membranes against the action of the poison. (*b*) Mucilage of flaxseed is a protective antidote that is sometimes administered after a caustic alkali has been taken.

65. Give the average adult dose of the following: (*a*) atropine sulphate, (*b*) silver nitrate, (*c*) potassium cyanide, (*d*) phosphorus, (*e*) tincture of strophanthus, (*f*) phenol.

(*a*) 1 160 grain, (*b*) 1 5 grain, (*c*) 1 5 grain, (*d*) 1 128 grain, (*e*) 8 minims, (*f*) 1 grain.

66. Give the emetic dose of the following: (*a*) zinc sulphate, (*b*) tartar emetic, (*c*) syrup of ipecac, (*d*) apomorphine hydrochloride.

(*a*) 15 grains, (*b*) 1 2 grain, (*c*) four fluidrachms, (*d*) 1 10 grain.

67. How would you distinguish between a fixed and a volatile oil?

A stain resulting from dropping a small quantity of a volatile oil upon a piece of white paper disappears upon exposure to the air for a short time. A stain caused by a fixed oil is permanent.

68. (*a*) Is castor oil a volatile or a fixed oil? (*b*) Give the official Latin name for it.

(*a*) A fixed oil.

(*b*) Oleum Ricini.

69. (*a*) From what part of the plant is castor oil obtained? (*b*) Give the botanical name of the plant.

(*a*) From the seed.

(*b*) *Ricinus Communis*, Linné (Fam. Euphorbiaceæ).

70. Give your favorite method of administering a dose of castor oil.

Rinse a clean glass with cold water, taking care that the whole inside surface of the glass is wet. Then put in 2 ounces of sarsaparilla syrup, the castor oil, and a dash of tincture of vanilla compound. Turn on the fine stream from the soda fountain until the glass is about three-fourths full. The draught is to be taken immediately. By using this process no oil is left adhering to the glass.

71. Is castor oil soluble in alcohol?

It is soluble in an equal volume of alcohol.

72. From what is Syrupus Rubi Idæi, N. F., made?

From 40 parts of the expressed and filtered juice of fresh, ripe raspberries and 60 parts of sugar.

73. From what is Syrupus Rubi, U. S. P., made?

From 250 parts of fluidextract of rubus and 750 parts of syrup.

74. How is potassa sulphurata, N. F., made?

By mixing thoroughly 2 parts of powdered and dried potassium carbonate with one part of sublimed sulphur and gradually heating the mixture in a covered crucible (which should be only about half filled) until the mass ceases to foam and is in a state of perfect fusion. Then the fused mass is poured on a cold marble slab, and, after it has cooled, is broken into pieces, and kept in a well-stoppered bottle.

75. What is lactated pepsin?

Lactated pepsin is a name sometimes applied to compound powder of pepsin which is composed of saccharated pepsin, pancreatin, diastase, lactic acid, hydrochloric acid, and sugar of milk.

76. What is lactopeptine?

Lactopeptine is a proprietary powder said to resemble compound powder of pepsin.

77. How is pepsin saccharatum, N. F., made?

By triturating to a fine uniform powder ten parts of pepsin with ninety parts of recently dried sugar of milk in a number 30 powder.

78. Give the principal constituents of pulvis antisepticus, N. F.

Boric acid, zinc sulphate, thymol, menthol, eucalyptol, carbolic acid, and salicylic acid.

79. How does liquor antisepticus, U. S. P., differ from liquor antisepticus alkalinus, N. F.?

Among other ingredients the U. S. P. product contains boric and benzoic acids, while the N. F. article has in place of them potassium bicarbonate, sodium benzoate and sodium borate. Liquor antisepticus alkalinus is alkaline in reaction, is of a reddish color and contains 6 per cent of alcohol and 25 per cent of glycerin. Liquor antisepticus is slightly acid, is nearly colorless, and contains 25 per cent of alcohol but no glycerin.

80. Assuming that the scales you are obliged to use are not sensitive enough to weigh the small quantity required of the first ingredient

in the following prescription, how would you obtain the desired amount?

Here is the prescription:

Atropia.....1/8 grain.
Aloin.....2 grains.
Milk-sugar.....1/2 drachm.

Divide into ten capsules. Sig.: Take one capsule every six hours.

Weigh such a quantity of the atropia as can be done accurately with the scales in question. Triturate thoroughly this amount with nine times its weight of milk-sugar. Then weigh an aliquot part of the mixture that will contain 1.5 grain of the atropia. Thus, if one grain of atropia can be weighed accurately, mix the one grain with nine grains of milk sugar. Then 2 grains of this mixture contains 1.5 grain of atropia.

81. How much atropia is contained in each dose?

As there are ten doses altogether one dose contains 1/10 of the whole amount or 1/50 grain of atropia.

82. How much aloin is contained in each dose?

1/5 grain.

83. Give the U. S. P. definition for goldenseal.

Goldenseal is the dried rhizome and roots of *Hydrastis canadensis* Linné (Fam. Ranunculaceæ) yielding, when assayed by the process given in the Pharmacopœia, not less than 2.5 per cent of hydrastine.

84. Write a macroscopical description of hydrastis.

The rhizome is of oblique growth, subcylindrical, straight or somewhat tortuous, 2 to 5 cm. long and 3 to 6 mm. in diameter, with short remnants, or stem scars, and slightly annulate; externally brownish-gray to yellowish-brown: fracture short, waxy, deep yellow; bark about 0.5 mm. thick, wood wedges bright yellow, pith large, light yellow. The roots are thin and brittle, with a thick yellow bark and a somewhat quadrangular wood; odor distinct; taste bitter.

85. What are the active principles of hydrastis and in what part of the plant are they located?

Hydrastine and berberine are found in the roots and rhizome.

86. What micro-chemical test will determine the presence of these principles in powdered hydrastis?

Sections of hydrastis treated with sulphuric acid show under the microscope the separation of the alkaloids in prismatic, tabular and acicular crystals.

87. (*a*) Name the official active principle of hydrastis. (*b*) What artificial U. S. P. alkaloid is made from this principle?

(*a*) Hydrastine. (*b*) Hydrastinine hydrochloride.

88. (*a*) Give the U. S. P. definition for Cantharis. (*b*) Mention two synonyms for it.

(*a*) Cantharis is the beetle, *Cantharis vesicatoria* (Linné) De Geer, thoroughly dried at a temperature not exceeding 40° C. (104° F.).

(*b*) Blistering flies and Spanish flies are two synonyms in common use.

89. Write a macroscopical description of Cantharis.

From 18 to 25 mm. long, about 6 mm. broad; flattish-cylindrical, with filiform antennæ; black in the upper part, with two long wing sheaths, and ample, membranous, transparent, brownish wings; elsewhere of a coppery-green color; odor strong and disagreeable; taste slight, afterwards acrid.

90. (*a*) How is Cantharis distinguished from Mylabris? (*b*) Give a synonym for Mylabris.

(*a*) Cantharis is of a shining coppery-green appearance, while Mylabris is black with two orange-colored bands.

(*b*) Chinese flies.

91. Give the principal differences distinguishing Cantharis from Mylabris in powdered form.

Cantharis in powder is a brownish-gray substance with green, shining particles appearing through it. Mylabris is a blackish-gray powder without green particles.

92. Name the important constituent of Cantharis.

Cantharidin is the active principle upon which the vesicating property of the beetle depends.

These answers to board-of-pharmacy questions will be continued throughout the year.

THE SAUNTERER

When a certain down-town merchant changes his window display he attaches this placard to the outside of the glass: "Just trimming the window—business is going on as usual inside."

* * *

A druggist whose name begins with B., and who for the sake of the point involved I shall call Butler, practices eye-glass fitting as a side-line. He has adopted for his slogan: "See Butler and See Better."

* * *

A comma makes a lot of difference, sometimes. There's a drug-store sign that I pass every day that has no saving comma. The sign reads: "HUG THE DRUGGIST." Whether it keeps the timid out, or acts as an incentive to the others, I don't know. I never dared inquire.

* * *

A soda fountain with a luncheonette department, located in the down-town shopping district, offers a combination lunch each day between the hours of eleven and two.

The menu includes bouillon, sandwiches, tea, coffee, cocoa, baked beans, pies, and fruit sundaes. Ten cents secures a combination of any three of the dishes.

* * *

Although not so common now as it used to be, the practice of displaying ornately decorated globes of colored water in the drug-store window is still used to good advantage by many druggists.

One druggist who has two particularly handsome show globes makes them work to the limit for him. With every change of display in the window he also changes the color of the liquid in his globes to harmonize with the predominating color of whatever goods are shown. Thus if green is the color most in evidence a green-colored solution is in the globes; if red predominates the colored water is likewise red. To make up a new solution requires but a short time and little effort, while the harmonious color arrangement produced adds greatly to the effectiveness of the display.

* * *

There's a certain druggist in Detroit who sells a lot of soap. He must—for he has kept a display of it in his window, continuously, since last August. The kind of soap is changed weekly, but the same sign has been on the job since the inception of the display. Originally it was a fine specimen of the card-writer's art. Now it is sadly bent and decidedly fly-specked. This man believes in selling soap, but not in using it.

* * *

While standing "behind the scenes" in the store of a friend of mine the other night, I saw his clerk give a few vigorous shakes to a bottle of a popular emulsion before wrapping it up.

"Why the exertion?" I inquired.

"Because," replied the clerk, "after an emulsion has been standing on the shelf for any length of time it is sometimes likely to be separated into two layers. A precautionary shake or two reincorporates it so that it is of uniform appearance when the customer opens it. Then there's no chance for a come-back."

* * *

Not long ago I heard a talk given by the advertising manager of a concern that spends hundreds of thousands of dollars annually in obtaining publicity for its goods.

He said there were five points to be brought out in every advertisement if it was to have the desired "pull" that would persuade the buying public to purchase. Here are the five:

1. It must be shown what the article looks like.
2. The use of the article must be stated.
3. The name of the article must be given.
4. It must be shown where the article can be obtained.
5. The selling price must be quoted.

P.S. Saunterer is now on a trip East, and he expects to bring back a lot of good stuff for this department next month.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

HE HAS CAUGHT THE IDEA.

To the Editors:

As a constant reader of the BULLETIN OF PHARMACY, I have watched with interest your department of Profits and Earnings, and take the liberty to compliment you on the good work you are doing. Unfortunately the average druggist is very deficient in this most essential branch of his business.

I have for several years made an effort to systematize my business in such a way that I could get the greatest possible good from my efforts. At times I feel that I am not progressing as I should.

The BULLETIN reached my desk just as I was striking a balance for the year of 1914, and as usual I turned to the department of Profits and Earnings to see what the other fellow was doing. To my amazement I found that, on comparison, my results were above the average.

I have at times thought of sending the BULLETIN a statement, but have never got to it. At this time I will enclose a carbon copy of last year's business and if you care to dissect it you may do so. Included in the expense account is the proprietor's salary of $1800, as well as rent, light, advertising, insurance, taxes, and salaries—in fact, everything that should go into an account of this character.

The merchandise account has increased materially, due to the fact that I have added sidelines in the last year which meant quite an investment. The increase in book accounts is due to two causes: first, that one of the sidelines mentioned carries in course of sale an installment credit business; secondly, our Christmas credits were heavy.

However, during the succeeding month the book accounts were reduced about $1500.

The book accounts charged off as worthless amounted to $71.50. These accounts we transfer to a "suspense" ledger. We find this method more satisfactory than transferring the items to a P & L account; in fact, I do not carry a Profit and Loss account, but in place of that we have what we call Capital and Surplus accounts. B. J. W.

[NOTE BY THE EDITORS.—B. J. W.'s statement was reproduced in the BULLETIN a month or two ago, but we print his letter now for its intrinsic interest.]

THE CON MAN.

To the Editors:

The gentle art of getting something for nothing has been practiced with great success since the earliest history of man.

We recall the story of Jacob, who did a little business with Esau on a very profitable basis (for Jacob).

Jacob could undoubtedly dilate upon the flavor and quality of pottage, but he in all probability said very little about birthrights. He would have made a great success as a promoter had he lived in our time. People nowadays are just as gullible as our friend Esau, and others are as astute and persuasive as the wily Jacob.

Trimming the sucker is as popular now as then, and a great deal more common. The modern con man does not do much business with birthrights, and the mess of pottage has been replaced by sundry delectable morsels in attractive sanitary packages. The twentieth-century con man has probably reached his finest flower in the patent-medicine fakir.

He takes refuge behind the ignorance of the public and proclaims the virtues of a simple mixture under some euphonious or suggestive title in screaming advertising so disguised as pure reading matter that his victims, the dear public, think of him only as a philanthropist and cannot see the hook, so anxious are they to get something for nothing.

The conscientious druggist has gotten so tired of "get an ounce of pure *Bunkum*, two ounces of glycerin, and a pint of rose-water or something else," that he pretty nearly gags when a customer fumbles in her pocket or searches her hand-bag for a newspaper clipping.

Can we do anything to prevent such pickpockets from asking an honorable profession to jostle the public while the "dip" gets the roll? Is the split of proceeds worth it? If it is, why not hold ladders and act as lookouts for second-story workers? Get in right—or out clean. WALTER G. LEACOCK.

Detroit, Mich.

MAY THE LORD DELIVER US!

To the Editors:

I have noticed that it is your policy to invite subjects for discussion among your readers generally. May I, therefore, step in and suggest a topic?

Here it is: "Dust in the Drug Store—its Prevention, or Remedy."

In the writer's experience, both in this country and in Europe, there are few subjects which approach this one in importance, if it is viewed from certain standpoints. Like the poor, dust is always with us. It causes no end of annoyance, a great deal of actual loss, and not a little of what might be termed reprehensible language.

At a conservative estimate one-fourth of the labor connected with the average drug store is devoted to getting rid of dust. This is not only a wearisome business, but a discouraging one. It is responsible, moreover, for driving away from the profession of pharmacy many a bright young man. His morning draught of dust soon discourages him.

Readers familiar with English history will remember that when Oliver Cromwell bundled out-of-doors that host of incapables known as the Rump, one objector alone proved troublesome. "May the Lord deliver me from Sir Harry Vane!" fervently ejaculated the great Oliver.

With very inferior powers your correspondent paraphrases this prayer. May the Lord deliver us from this dust nuisance!

Erie, B. C. JAMES R. HUNNER.

HOBBIES THAT I HAVE MADE PAY.

To the Editors:

I was much interested in the three articles in the April BULLETIN in which druggists told how they have capitalized their hobbies and made them yield a profit.

Two years ago I had to have more money than my salary brought in, for I had a doctor's bill to pay. Before I went into a drug store I used to sell newspapers on the street, and I remembered that there was no correspondence from our town on them at all. So I wrote to one of the papers in a neighboring city, stating that I would like to act as Farmington correspondent. The paper started me in at once, paying $1 a column.

I made $20 the first month! I did this work at home, after I left the store.

A little later another paper offered the same opportunity, at 75 cents a column, with headlines. I closed with this also, figuring that I could use the same items by changing the wording. Now I write for these two papers every day, and for two more twice a week, and my income from this source exceeds $200 a year.

I never ask any one for an item. I keep my ears and eyes open and make full use of what I hear customers say, and of what I learn in a general way. I devote two hours a day to this work, and I have not missed a day in the two years with my two letters.

At first I used a fountain pen, then bought a second-hand typewriter. I found this particular make too slow, so a year ago I bought a rebuilt standard machine and get along fine with it now. I have paid my doctor's bill, and bought a piano, which will be cleaned up in three months more.

Lately I have been making a little extra money collecting subscriptions for the papers.

Farmington, Ill. C. E. PETTYJOHN.

To the Editors:

One of the hobbies that I have made pay is cleanliness around the store. From the front awning to the back door, up-stairs and down-stairs—everything has got to be spick and span.

Another is advertising through the medium of window displays. Handy with the brush, I have developed another hobby: I letter window cards, make up banners, signs, etc. Anything required in the town in this line is brought to me. I am the logical goat; and they pay me for it!

To escape this to a degree I got in touch with a firm that made letters of a metallic kind, and got into the agency game. I have had men on the road and succeeded in a small way. I have worked several agency hobbies to the benefit of my business.

I have hobbyized "our own" preparations to the point that customers call for our line today. I do not need to state that this sort of thing pays.

And let me add that one never knows where a collection of hobbies will eventually land him. In my case the climax came last month.

An old friend, who has apparently been

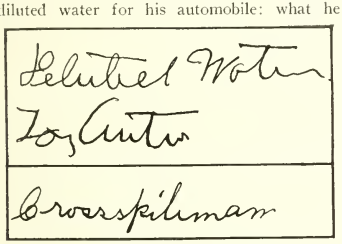
watching my work, came to me and we had a "heart-to-heart talk." Laying aside the many points considered, the essence of the conversation terminated in a very favorable proposition. The gentleman writes his world's goods to the tune of six figures, and his final statement was, "You find the hobby, and I'll find the backing!" J. EARL TAYLOR.

Gridley, Ill.

TWO SPECIMENS.

To the Editors:

I am enclosing two unique requests for drug wants. One was for corrosive sublimate. The other was from a business man who called for diluted water for his automobile: what he



wanted was distilled water. Druggists are sometimes accused of diluting their pharmaceuticals, but I had never heard before of diluting water. DAISY A. FRICK.

Audubon, Iowa.

FROM A DRUGGIST'S WIFE IN NEW ZEALAND.

To the Editors:

My husband has talked for quite a long time of writing to you his appreciation of your excellent journal; but his time is so fully occupied one way and another that the resolution has not been carried out. I therefore have much pleasure in assuring you that we read the BULLETIN with much interest and always look forward to its arrival.

Although only the druggist's wife, may I venture to wish for your journal continued and ever increased success during 1915? I am sure my busy husband would tell you all sorts of nice things about the BULLETIN were he to write to you, but seeing that he has so long neglected to do so, I trust that these few lines will be acceptable. MRS. ROBERT POLLOK.

Invercargill, Southland, New Zealand.

FLORAL DEPARTMENT.

I must say that I like your journal very much, particularly the pictures showing how the American pill men enjoy life. The journals we get this side are not "up to tripe."

WM. CUSHION, M. P. S.

Rockdale, N. S. W., Australia.

I take several journals, but find more in the BULLETIN than all the others combined. I enjoy reading all the departments and I think the pictures are the life of the magazine.

Tillar, Ark. FINCH P. WATSON.

The information and the inspiration one gets out of your real live magazine is worth many times the price, to say nothing about the amusement, which, too, is worth while.

Dallas, Texas. CORNELIUS BEUKMA.

I cannot be a live pharmacist without the BULLETIN, and I don't see how others can. Please never discontinue my subscription.

Paint Rock, Texas. JOHN V. KAZAUJIAM.

I think a lot of the BULLETIN. It is a splendid magazine for all, and I look forward to it eagerly. CLAUDE ARTHUR.

Wellington, N. Z.

Been getting the BULLETIN for twelve years. Couldn't quit now. I would feel lost without it. GEO. A. NEES.

Norwood, Ohio.

We like it best of any journal that comes to our store, and we get several of the leading ones. KNOWLTON & WENTLING.

Ashtabula, Ohio.

A magazine that should be in every druggist's home! LOUIS J. KNAUS.

East St. Louis, Ill.

I have read the BULLETIN for years, and I feel that I can't get along without it.

St. Clair, Mich. W. S. BACON.

It is the greatest book I ever had, and I get quite a few of them. EDW. M. STEGER.

Dyersville, Ia.

THE SODA FOUNTAIN.

SUNDAES FOR EVERY DAY.

CHOCOLATE SUNDAE.

Place a portion of chocolate ice cream on a serving plate; add a portion of chopped dates; pour on some chocolate syrup; sprinkle with a little powdered cinnamon, and top with whipped cream.

NEWPORT SUNDAE.

On a small platter place a split banana, and on it place two No. 16 cones of vanilla ice cream. Over one pour a ladle of marshmallow dressing, and sprinkle with chopped nut meats. Cover the other with shredded cocoanut, and top with a maraschino cherry.

TRIPLICATE SUNDAE.

Place a half portion of chocolate ice cream and a half portion of vanilla cream side by side on a serving plate; place a small portion of strawberry ice cream on top, and pour over all some heavy strawberry syrup.

ROYAL BILLIKEN.

Cut a peach in two, place the halves a little distance apart on a fancy plate, and between them put a spoonful each of vanilla and strawberry ice cream. Over all pour a ladleful of crushed peaches and top off with whipped cream and a cherry.

TANTALIZING TWINS

On a small platter place two No. 16 cones of chocolate ice cream, and pour over them some chocolate dressing. Sprinkle with grated wafers, and top with two red or white cherries.

GRAPE FLOAT.

Put a No. 10 cone of vanilla ice cream into a sundae cup, and pour over it one-half ounce of ice-cold grape juice. Then sprinkle with chopped walnuts or other chopped nut meats, and crown with a maraschino cherry.

SAILBOAT SUNDAE.

Vanilla ice cream, strawberry ice cream, of each, one dipperful. Cover the vanilla ice cream with cut cherries, and the strawberry ice cream with grated walnuts. Pour whipped cream over all and stick two small Nabisco wafers into the ice cream to represent sails.

CLUB SANDWICH.

Place a slice of vanilla ice cream on a dish, place over this two sweet wafers, and over them a slice of chocolate ice cream, giving a perfect sandwich. Serve on a lettuce leaf.

CHERRY CHOP SUEY.

Put a ladleful of candied cherries chopped moderately fine in a large sundae dish, pour over this a small ladleful of crushed pineapple, place a number 8 cone of pistachio ice cream over the top and spread out with a spoon, then pour over the whole maraschino flavored or plain whipped cream and top off with a sprinkling of chopped nuts.

REGAL MARSHMALLOW SUNDAE.

Place a No. 10 cone of vanilla ice cream in a sundae dish and pour over it a ladle of chocolate marshmallow dressing. Sprinkle with crushed nuts and serve.

MAPLE PECAN SUNDAE.

Chop up a half-pound or more of pecan meats and mix with enough maple syrup to obtain the desired consistency. To serve, place the portion of ice cream in the sundae glass, over which pour a small portion of the syrup and sprinkle with a little cinnamon. On the top put a teaspoonful of whipped cream and a maraschino cherry.

LILY SUNDAE.

Place on a plate a charlotte russe. Make a 10-to-quart cut of vanilla ice cream with a cone-shaped dipper. Invert this so the point of the cone rests on the top of the charlotte russe, so that it will appear something like a lily in a vase.

Place two or three green cherries on the edges of the charlotte russe around the ice cream to suggest leaves, and on the base of the inverted cone, which is now at the top, place some whipped cream and then two or three yellow cherries to represent the petals.

AVOID THE "FOUNTAIN ODOR."

The man who through the lack of proper care allows his fountain to deteriorate until it has reached that condition where it gives off a sour, sloppy odor, often becomes so used to the odor that he does not notice it, and would be much surprised if any one were to call his attention to the existing conditions. He does not realize that it costs him more in the way of lost trade than it would to keep the fountain sweet and clean.

These offensive odors can be prevented, providing the fountain is kept clean and the wood about it kept dry, says the *Pacific Drug Review*. Those who have wood floors will find that it pays to clean them at night after the store closes, using plenty of hot water. Where the dispensers are careful and keep the floor dry the cleaning can be done in the morning just as well, but floors that are very wet should not be left to soak over night. The racks should be washed and thoroughly dried before they are returned to the counter. In fact, the best way is to have these in duplicate, and then a dry set is always ready to put on the floor the first thing each morning. When the floor is being cleaned care should be taken to see that the space under the counter and workboard is also thoroughly cleansed. Because it is not an easy matter to get under the ice-cream cabinets of the modern soda fountain the careless dispenser is in the habit of allowing eggshells, lemon peels, straws and other things that are dropped on the floor to collect there. In time they produce offensive odors which are able-bodied business destroyers.

Where the floors are of concrete and the fountains are of an all-stone construction it is an easier matter to keep away the foul odors. The best way is to use the hose each night. Hot water is preferable, and all the corners must be watched with a careful eye.

The garbage chutes and cans need unusual care. They should be thoroughly cleansed at least twice a day. Every night they should be emptied and washed with hot water and sal soda. They should never be left behind the fountain at night with anything in them, as to

do so draws rats and mice. Under no circumstances should wooden buckets be used for garbage. Another source of foul odors is the ice-cream cabinet, which so many dispensers seem to think never needs to be cleaned. As the result there collects in the bottom of these cabinets a mixture of salt, dirt and ice-cream which is very bad. These cabinets should be cleaned out every month; oftener would do no harm.

The cupboards and refrigerator compartments in the back bar are another source of bad odors. Dispensers frequently put soiled coats and aprons in the dry closets; these coats and aprons are frequently saturated with cream, syrup and dirt, and in hot weather it does not take long for them to give off an odor. Then there are the refrigerator sections. Just because there is a little ice in them some dispensers seem to think that they cannot give out on odor, but this is not so, and an ice-box should be cleaned out thoroughly once a week. Such odors attract as well as repel. They attract flies and repel customers.

ATTRACTING CHILDREN TO THE FOUNTAIN.

In the June, 1914, issue of the BULLETIN, four papers were published describing the methods used by successful druggists to attract children to their stores. The papers created considerable interest, and as a result we received a number of additional schemes used by druggists in different parts of the country.

FREE!
Soda Water
for the
CHILDREN
THURSDAY
JUNE 25th
SIGN THE CARD, SEND IN THE CHILDREN.
Children's Day
Thursday, June 25th
Good soda water is good for children—and they like it.
You want your children to have the things they like—if they are good for them.
Our soda water is good for them. It's pure—delicious—healthful.
We are the originators of "Children's Day" in this town. We want your children to come to our fountain and try our soda water—free, but with your consent.
We have issued cards, which when signed by you, entitle the child presenting the card to a free glass of soda water—on Children's Day. Sign the card.
EXTRA SPECIAL FOR FATHER AND BIG BROTHER.
One R. B. cigar free to all those in our drug store between 7 and 8 P. M.
KUBAT'S PHARMACY
WOODLAND AVENUE, CORNER EAST 116TH ST.

The reproduction of the circular illustrated herewith shows one of the means used last year by D. B. Kubat, of Newburgh City, Ohio, to attract children to the soda fountain in his store.

In connection with the circular, cards were distributed, one of which, upon presentation at the Kubat Pharmacy, entitled the child to a glass of soda water, free of charge.

The only stipulation made by Mr. Kubat was that each card should be signed by a parent of the child before the drink could be obtained. In this way a valuable list of names was obtained.

As a special inducement to bring the fathers and grown-up brothers of the children into the store, a cigar was given free to each man entering the Kubat Pharmacy between the hours of seven and eight in the evening.

DRESSINGS FOR TOPPING ICE CREAMS.

CHOCOLATE ALMOND DRESSING.

To one pint of chocolate syrup add one pint of marshmallow cream dressing and five ounces of almonds. Blanch the almonds and chop fine. Mix all thoroughly. Plain marshmallow syrup or dressing may be used if it is desirable to keep the dressing for any length of time.

GINGER MELLOW WHIP.

Take a jar of imported preserved ginger, strain the syrup from the ginger, and run the ginger through the fruit chopper, fine cutter; then return ginger to the syrup. Take about 6 ounces of this syrup, according to the flavor desired, and add 4 ounces of heavy cream and 10 ounces of marshmallow whip, and whip until the dressing is about the consistency of whipped cream.

STRAWBERRY RHUBARB DRESSING.

Take 2½ pounds of rhubarb, peel and cut in small pieces, and cook until tender with 2 pounds of sugar. When cold add a quart of fresh crushed strawberries, ½ pound of chopped nut meats, and ten ounces of marshmallow cream, and whip together thoroughly. Raspberries can also be used in the same way. The blend with the rhubarb is very fine.

STRAWBERRY FLUFF.

Fresh strawberries, 1 cupful; powdered sugar, one-third cupful; whites of 2 eggs. Wash and hull the strawberries and mash. Beat the whites of the eggs until stiff, add sugar and berries; beat until very stiff, using a broad bowl and a wire egg-beater, beating with a long and steady stroke. Pile lightly in a glass dish and serve as a top dressing on sundaes in place of whipped cream.

NUT PUDDING DRESSING.

To 1 quart of marshmallow cream dressing add 8 ounces of chopped nut meats and 4 ounces of figs cut up very fine; color a delicate pink and mix thoroughly. Dates or raisins may be used in the place of the figs, or all three may be used in equal quantities.

HOT FUDGE DRESSING.

Place 1 pound of cocoa, 8 ounces of milk, 8 ounces of sugar, and 4 ounces of butter into a copper pan; put over a fire and bring to a boil, continuing the heat until the mixture thickens a little. Remove from the fire and

add vanilla extract to flavor (about 2 teaspoonfuls). Keep the mixture warm on a water-bath and serve as a hot dressing.

NUGGET DRESSING.

To one quart of marshmallow whip add a pint of coffee syrup, a pint of crushed pineapple, and six ounces of chopped pecans, or other nut meats, and whip together, coloring a golden brown with burnt sugar. This may also be flavored with maple syrup and is very nice. Use same as other dressings.

GRAPE FRUIT SALAD DRESSING.

Remove the pulp of a large grape-fruit, cut it into small pieces and put into a bowl with the juice. Add three bananas cut into small pieces, one pint of crushed strawberries, and one pint of bisque syrup. Vanilla syrup may be used. Serve same as other fruit salads. Very nice over strawberry ice cream.

INTRODUCING GRAPE JUICE INTO THE HOME.

The accompanying newspaper advertisement shows one of the means used last season by A. L. Remington, Silver Springs, New York, to persuade customers to buy grape juice for home consumption.

Mr. Remington made a special bid for this business

When You Entertain

there are many ways in which you may use

Welch's Grape Juice

You may serve it plain or diluted with ice-water, you may use it in a fruit punch, or make it into a sherbet.

(We will furnish you a book of recipes for the asking.)

Welch's is just the juice of the finest Chautauqua County Concord Grapes, without diluents or preservatives but with all the flavor and food value of the fruit itself.

Pint 25c 12 Pints $3.00
Quart 50c 12 Quarts 5.50

DELIVERED TO YOUR HOME

A. L. Remington, Pharmacist

by furnishing a book of recipes containing directions for serving the beverage in various ways. He also delivered to the home, free of charge, all purchases of the grape juice.

DIFFERENT SODA-WATER SIGNS.

The most effective soda-water sign is the one painted with a brush on a white piece of paper and stuck on the window. Such a sign attracts attention because it means something new, writes E. C. Tracey in the *Confectioners' Journal*. Printed signs are of very little value for advertising special drinks. They become so common that nobody notices them, but where there is a hand made sign on the window people will pay enough attention to it to see what it says.

The most common form of this hand-made sign is a strip of paper about 4 inches wide by 18 inches to 20 inches long, bearing a hand-lettered name of some special drink. These signs are also used on the mirror back of the fountain. A good sign to put on a mirror is a piece of white paper cut out in the shape of a sundae glass, showing a cone of ice cream and a spoon. It should be about 10 inches broad. Letter very plainly with a brush the kind of sundae you want to advertise—for instance, fresh peach sundae, chocolate mint sundae, pineapple walnut sundae. Don't put up too many of them. Just use them for specials and you will find that they will bring good results.

Another way of advertising special drinks is to use thin, high-grade cardboard of the color of the fruit that you wish to advertise—for example, take pink cardboard and cut out a big piece in the shape of a strawberry with the stem at the top and the little part that forms the crown of the berry. This stem and crown can be tinted with green ink and the card can be covered with little dots of red ink here and there to make it look more natural. The size of this card should be about 8 inches or 10 inches in diameter. In the center letter in green ink very plainly, "Strawberry Tangerine, 10 Cents."

For lemon drinks use yellow card and cut out an imitation of a lemon about a foot long and 8 inches wide and letter with green ink, "Fresh Lemon Phosphate, 5 Cents."

Take an orange-colored card, cut out in the shape of an orange, and letter "Orangeade, 5 Cents." Out of a dark brown piece of cardboard cut a sundae dish with ice cream and a spoon in it, and letter in white ink, "Chocolate Walnut Sundae, Delicious, 10 Cents." Egg drinks can be advertised in the same way with large white signs cut in the shape of an egg.—*Practical Druggist.*

AN OPENING DAY SCHEME.

The proprietors of a soda fountain in a Western city, says the *Northwestern Druggist*, occupied a full page in the local Sunday papers to advertise a grand opening of their soda fountain. The center of the page contained a fine cut of the fountain, with this announcement underneath: This is our new $5000 fountain, the finest in this city. To introduce this magnificent new soda fountain to the people of Blankville, the management has decided on the following programme for the opening days:

On Monday the fountain will be in charge of the Ladies of the First Methodist Church, and the management will donate to the building fund of the church one-half of the day's total receipts.

On Tuesday, a committee from the Masonic Orphan's Home will be in charge, and will receive one-half of all receipts for that day.

On Wednesday the fountain will be run for the benefit of the Benevolent Orphan's Home, and that institution will receive one-half of the day's sales.

The management cordially invites the people of Blankville to call and see the new fountain during the opening days, and incidentally to assist the worthy institutions mentioned above by their patronage.

On either side of this announcement was a list of drinks enticing enough to awaken thirst in a wooden Indian.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Showing Perfume in the Window.—

We are showing in the accompanying cut a photographic reproduction of a perfume display that was used successfully by Knowlton & Wentling, a firm of druggists in Ashtabula, Ohio.

The merchandise featured is a line of Palmer's perfumes and by the novel arrangement of the material in the window there is avoided the "set" appearance sometimes encountered in such displays.

Covering the bottom of the window is a layer of what is, presumably, colored excelsior. Scattered over the excelsior, in apparently haphazard manner, are a

number of fancy packages of the perfume in half-ounce and larger sizes. Price cards are attached to several of the packages.

In the background is erected an upright standard upon which rests a white dove, poised as if ready to fly. From the top of the standard run narrow white ribbons leading to the mouths of a number of toy ducks placed in different parts of the window.

The whole is enclosed by strips of varicolored crêpe papers extending from the top of the window to a partition in the background. Much of the effectiveness of the display was secured by the harmonious color arrangement, a feature which cannot, of course, be brought out in the photographic illustration.

Making Use of War Pictures.—

A form of show-card advertising encountered more or less since the outbreak of the trouble in Europe consists of a panel of three pictures showing representative war scenes, and headed "War News," or perhaps "War Bulletin."

These pictures are cut from papers or magazines and pasted onto paper of almost any color or texture. Beneath the pictures the show-card artist gets in his work, exploiting whatever line or preparation it is deemed advisable to feature in this manner—a corn cure, a spring tonic, or possibly plain insect powder.

Around the pictures and the lettering beneath them is thrown a line border, drawn about a half-inch back from the edge of the paper, and the hanger is ready for the window or the bulletin-board.

Louis J. Strehl, Paterson, N. J., to whom we are indebted for this description, says that he finds the pictures contained in the *New York Times* "Mid-Week Pictorial" very suitable for this purpose.

Bringing a Store Policy Before the Public.—

Enclosure slips, similar to the one reproduced herewith, are used by Julius C. Belmonte, of New York City, to acquaint the buying public with the services offered by his store.

The slips, printed on heavy white paper, measure

"HONESTY IS OUR POLICY"

HONESTY in coöperating with your physician by dispensing only pure, fresh, genuine drugs and chemicals.

HONESTY in supplying your general wants, giving exactly what you ask for.

HONESTY in our efforts to serve you promptly, courteously, satisfactorily.

HONESTY in the fairness of our prices.

JULIUS C. BELMONTE
PHARMACIST
914 Amsterdam Avenue
NEW YORK CITY
Telephone 7733 Riverside

6¼ by 3½ inches, and are of convenient size to be included easily with all purchases leaving the store.

A First Aid Exhibit.—

A pharmacist of Prairie du Chien, Wisconsin, in a Fourth of July parade last year made a unique exhibit, says the *Red Cross Messenger*. He equipped a wagon as a float with nurses, first-aid appliances, etc.

The float started empty; as it passed through where the crowd was greatest a child was picked up by a policeman, and the supposed victim was placed on the cot amid the cheers of the crowd, and the doctors and nurses applied first aid. The child's face and arms had been painted beforehand as though stained with gunpowder, and it was trained to moan and cry as it was carried down the street.

Harrison Law Records.—

According to the *Western Pennsylvania Retail Druggist* E. J. C. Grohman, of the old-time firm of Reddick & Grohman, Butler, Pa., takes care of his records under the Harrison law by opening up a ledger account with each of the drugs coming under the law.

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Technical Tips.—

The diamond is a less stable form of carbon than graphite and tends to break down into the latter form. H. E. Boeke says that it is remarkable that any diamonds are left in nature, for in time all diamonds may turn into graphite.

The use of hydrogenated oils for butter and lard substitutes, as well as for soaps, is rapidly increasing. In the United States over half a million barrels of oils are hardened annually, and in Europe nearly three times this amount. Feeding experiments indicate that they are wholesome and harmless.

The world's production of radium is now estimated at 110 to 120 grains annually, most of which is used in making pharmaceutical preparations and emanation apparatus.

Tannigen, which is used as an intestinal astringent, decomposes in moist air and is then laxative instead.

A patented "liquid shaving soap" consists of suspended bismuth hydroxide containing a little saponin to give lathering effects.

Ultraviolet rays turn white hair to a reddish tint. This is probably not the only cause of red hair, however.

The constituents in coal tar which cause cancer are amino substances, which induce cell-division, and bases of an alkaloidal nature which excite ameboid movement in cells.

Tobacco smoke has a distinct inhibiting influence on the growth of bacteria, but is not a true bactericide.

Rats fed on casein and starch with butter thrive, but when the butter was omitted they died of pneumonia.

Animals which have recovered from severe burns are much more sensitive to a second burning. This is due to changes in the blood serum of an anaphylactic nature.

Sterilized Drugs.—

European pharmacists are becoming much interested in the use of sterilized drugs, in which the enzymes in the natural drug, which cause decomposition of the active principles, have been destroyed. The fresh herbs are exposed to the vapors of boiling alcohol for a few minutes, and the plants are then dried quickly by artificial heat. Preparations are made from these in the usual manner, which are stated to be more permanent in their therapeutic action than preparations made from drugs dried without sterilizing. The sterilized drugs yield extracts containing a larger amount of chlorophyll, and this excess may be removed by treatment with ether. Such extracts are termed "intracts" in commerce.

To Get Rid of Gout.—

A Dutch biological chemist says that alkalies do not diminish the formation of uric acid in the system, but rather aid it by diminishing the pepsin in the stomach and decreasing metabolism. He finds that hydrochloric acid aids in breaking down uric acid into urea, and thus reduces the amount of uric acid in the system. It also aids in forming soluble urates in place of the insoluble.

Light and Air.—

Experiments on lighting show that while gas fouls the air more than electric lighting, yet the gas-flame favors ventilation and replaces about two-thirds of the air in the room per hour, while electric lighting replaces only half as much. In final results then the impurities introduced by the gas flame are more than offset by better ventilation, and the air at the end of 67 hours was as good as with electric lights.

BOOKS

"CANDY MEDICATION."

This little book of 82 pages is written by Bernard Fantus, M.D., professor of Pharmacology and Therapeutics in the University of Illinois, Chicago.

According to the statement of the author the formulary is intended to serve as common meeting ground for prescribing physicians and dispensing pharmacists who desire to make candy medication more generally available. Researches conducted by Dr. Fantus during the past five years, as well as the experience gained by the use of this form of medication in private practice, form the basis of the publication.

Over fifty different medicaments are at present available for administration in the form of sweet tablets, and the best ways for making these tablets are described in the book.

All the formulas presented are for the making of tablets, for the investigations of Dr. Fantus have persuaded him that in this form the medicines are best administered. The tablets are designed to be attractive in form, color, and odor, and free from the disagreeable or medicinal taste. They disintegrate rapidly in the month, and they can be made extemporaneously, with no more trouble or consumption of time than is required for the making of pills or capsules.

Complete working directions are given for the manufacture of 58 different sweet tablets, together with eight formulas for stock preparations used in the manufacture of the various tablets. In addition the book contains chapters on the history of candy medication, the uses of sweet tablets, the construction of formulas for sweet tablets, directions for using tablet machines, etc.

"Candy Medication" is published by the C. V. Mosby Company, 801-806 Metropolitan Bldg., St. Louis, Mo. The price of the volume is $1.00, post-paid.

A WHOLESALE DRUGGIST'S DIRECTORY.

"The Red Book of Wholesale Druggists and Confectioners" is published by O. C. Ingalls, Columbus, Ohio, who also puts out a like booklet treating of the financial standings of wholesalers in the grocery and hardware lines. It is, as its title indicates, a directory of drug jobbers and wholesale confectionery dealers. The list, which is comprehensive, includes those both of the United States and of Canada. The price of the little booklet is $1.25.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Three Candy Receipts.

B. & P. ask: "Can you publish some simple receipts for candies that can be sold for 30 cents a pound and still leave a nice profit."

The three following receipts are comparatively cheap to manufacture and should present but little difficulty to prepare:

FIG SQUARES.

Place 5 pounds of sugar and 5 pounds of glucose in a copper pan, with water enough to dissolve the sugar. Set on the fire, and when the mixture starts to boil add 5 pounds of ground figs. Stir and cook to a temperature of 240°. Set off the fire, and then add 5 pounds of fine cocoanut; mix well and pour out on greased marble, roll smooth, and cut into suitable sized pieces.

ITALIAN CREAM CARAMELS.

Place 8 pounds of granulated sugar and 2 pounds of brown sugar into a copper pan; add 3 pounds of glucose and 2 quarts of cream or of the richest milk; set on the fire and stir until dissolved. When boiling, cover a minute or two to steam down the grain. Then remove the lid, and stir, cooking the mixture until a temperature of 235° is reached. Remove from the fire, and mix two pounds of macaroon cocoanuts, 2 pounds of cream fondant, and 3 pounds more of glucose into the batch. Set the mixture on the fire for a moment and then pour out on the marble, either greased or papered, between iron bars. As soon as it has formed a little crust, mark with a long knife, or with a caramel cutter. When cold break apart and wrap, or pack in paper boxes.

MOLASSES TAFFY.

8 pounds A sugar.
3 pints water.
1 teaspoonful cream of tartar.
8 ounces molasses.

Place these in a kettle over a brisk fire, and stir until dissolved. When the batch starts to boil, cover and steam a few minutes, and wash down sides of kettle. Boil to 310°, and add 8 ounces best butter, and some nutmeg. Pour into tins to a thickness of about one-quarter inch. The tins should be about three inches in diameter, and oiled before using. As soon as the candy has set thoroughly, and before it is absolutely chilled, remove from the tins and wrap in waxed paper. If the candy is allowed to remain in the tins too long, it will break when removing.

Note.—The best way to mix butter in a batch of hard-boiled candy is to place it on a spoon which has been bent with the bowl at right angles to the handle; dip the butter in and out of the center of the batch. This will minimize the chances of graining. When a batch is stirred from the bottom and around the sides vigorously, it has the greatest tendency to grain.

The Speed at which an Ice-cream Motor Should Run.

J. L. M. writes: "I once saw in the BULLETIN an article on ice-cream making that told how many revolutions a minute the motor should run in order to produce the best cream. Will you repeat the information?"

The article in question appeared in the BULLETIN for May, 1905, and was contributed by B. S. Cooban. To quote:

"Suppose that we are ready to freeze the cream, using a ten-gallon freezer. Mix the cream according to the desired formula. The cream must be cooled, but if too cold it will not whip up good. Now put your freezer together (the large freezers have a small glass window in the cover so that the operation can be watched without disconnecting or interfering with the machinery) and then break up sufficient ice to fill the tub or pack the freezer (about 100 pounds) and mix with it four pounds of rock salt. Start up the motor and run it 120 revolutions a minute until the cream is beaten up enough to fill the freezer to the window. This will take about ten minutes. Do not change the speed meanwhile because the cream happens to splash up against the glass and make the can appear full when it is not.

"Reduce the speed to 80 revolutions a minute now, add four pounds more of salt, and run at this speed until the cream is fairly hard. It should be just so that you can transfer it with the ladle from the freezer to the packing can. When we first began making our own ice cream we churned about 80 gallons of product into butter, but we found it was not due so much to the speed as it was to the fact that too much salt was used. The cream must not be too cold; neither is it safe to run the high speed longer than ten minutes; and if you do not make the mistake of salting too heavily at the first you will have very little trouble with butter. Use three times as much salt in packing as in freezing."

Destroying Carpet Bugs.

M. A. H. says: "Please inform me of something that is efficient for destroying or driving away the fuzzy carpet bugs which are very numerous in this locality."

It is said that common salt, sprinkled freely on the floor underneath the edges of the carpet, reduces the ravages of the bugs materially.

Benzine, kerosene, and good insect powder are also credited with being efficacious in the destruction of the grub.

Infested carpets may be soaked in gasoline, which, if of good quality, will leave no odor or stain. When the carpets are taken up it is a good plan to pack all the cracks in the floor with cotton, which should then be saturated with gasoline. When the larvæ are found to be injuring furs or clothes hung in closets, it is advisable to apply insect powder freely.

It is stated that the insects in carpets can be destroyed by placing a wet sheet on top of the carpet and passing hot flatirons over it, the steam thus produced destroying the grub.

The late Dr. Riley of the Department of Agriculture recommended this treatment: Bare as many rooms as possible at house-cleaning time, and, after removing all dust, spray benzine by means of an atomizer into all of the floor cracks and under the baseboards until every crevice has been reached. The carpets, after thorough beating, should be sprayed in the same manner.

In recommending the employment of benzine or gasoline the dangerously inflammable nature of the liquids should always be called to the attention of the user and the necessary precautions suggested.

Sweet Spirit of Nitre and Essence of Peppermint.

P. F. Drug Co. says: "Please give us the best working formulas for sweet spirit of nitre and essence of peppermint, and also tell us how these preparations should be labeled."

Sweet spirit of nitre (spirit of nitrous ether) can be made according to the formula given on page 413 of the United States Pharmacopœia. In common practice, however, many druggists prefer to make this product by the use of concentrated nitrous ether in tubes which can be obtained from any wholesale druggist.

The contents of one of these tubes, if fresh and made by a reliable concern, when added to a pint of alcohol, will give a spirit of nitrous ether that conforms to the requirements of the Pharmacopœia. Made according to either of these methods spirit of nitrous ether should contain not less than 4 per cent of ethyl nitrite and about 90 per cent of alcohol. The Federal food and drugs act requires that the content of both the alcohol and the ethyl nitrite must be stated on the label.

Essence of peppermint (spirit of peppermint, U. S. P.) is best made by following the directions given on page 420 of the United States Pharmacopœia. Made in this way the product contains 10 per cent of oil of peppermint and 85 per cent of alcohol. The alcohol content must be stated on the label.

The standard of purity for peppermint extract for flavoring rather than for medicinal purposes is defined by the United States Department of Agriculture as the flavoring extract prepared from oil of peppermint, or from peppermint, or both, and containing not less than three (3) per cent by volume of oil of peppermint. This product may be labeled "extract of peppermint."

Shaving Lotions.

F. O. M. writes: "Can you supply us with a formula for a preparation to be applied to the face after shaving?"

Here are three formulas, one of which will probably answer your requirements:

I.

Glycerin	1 ounce.
Menthol	90 grains.
Alcohol	12 ounces.
Triple extract heliotrope	6 fluidrachms.
Water, q. s.	2 pints.

Color to suit, using, possibly, turmeric, and filter until clear.

II.

Benzoic acid	60 grains.
Borax	60 grains.
Acid boric	120 grains.
Menthol	8 grains.
Thymol	15 grains.
Eucalyptol	5 drops.
Oil cajuput	8 drops.
Oil lavender, Flor. best	20 drops.
Alcohol	4 ounces.
Aqua q. s.	16 ounces.

Dissolve acids and borax in 12 ounces of water, using slight heat as required. Dissolve oils, menthol, and thymol in the alcohol. Then mix the two solutions, add 1½ ounces of talcum, let stand 48 hours, shake occasionally, and filter.

III.

Quince seed	2 ounces.
Boric acid	1 ounce.
Rose-water	8 ounces.
Distilled extract of witch-hazel	8 ounces.
Glycerin	8 ounces.
Alcohol	8 ounces.
Tincture of benzoin	1 ounce.
Oil of rose	20 minims.
Carbolic acid	20 minims.
Water, enough to make	1 gallon.

Place the quince seed in a gallon bottle, add the water and let stand 24 hours, shaking occasionally. Strain through muslin. Dissolve the carbolic and boric acids in the glycerin with the aid of gentle heat. With this mix the tincture of benzoin, and add this mixture in several portions to the quince-seed mucilage, agitating the bottle well after each addition. Finally add the oil of rose dissolved in the alcohol, and mix the whole well.

Emulsified Cresol.

J. R. H. asks: "Will you oblige me with a formula for emulsified cresol, made from crude black tar oil, of the kind that gives a milky emulsion on the addition of water."

The following has appeared in a previous issue of the BULLETIN:

Linseed oil	2 parts.
Crude carbolic acid	1 part.
Liquor cresolis comp.	1 part.

This gives a product varying in content of cresylic acid from 15 to 20 per cent, depending on the strength of the carbolic acid. It mixes with water, yielding a milky solution.

Here is a process for making a saponified coal-tar disinfectant of the resin soap type:

To carry out the manufacturing process 5½ pounds of caustic soda are put in a kettle, about 19 gallons of common water added, and these are from time to time stirred until solution results. The kettle containing the caustic soda solution is put on a small fire, heated, and 30 pounds of rosin added in small quantities; the heating and boiling is continued until all the rosin is dissolved. It will take about two hours until a clear rosin soap, weighing about 45½ pounds, is obtained. The rosin soap, while still hot, is at once strained through cheese-cloth into another container, and 60 pounds of creosote oil containing 20 to 25 per cent of cresols is added and thoroughly mixed. One thus obtains saponified coal-tar creosote. After it has been strained again through cheese-cloth, if necessary, it is ready for use.

Aromatic Castor Oil, Red.

The C. Drug Store writes: "Will you furnish us a good formula for a red-colored aromatic castor oil?"

In a paper read before the 1913 meeting of the Pennsylvania State Pharmaceutical Association, P. Henry Utech, Ph.G., described a method used in his store to make a palatable castor oil, red in color. Here it is:

A quantity of alkanet root, in No. 30 powder, was subjected to a menstruum of acetone U. S. P., thoroughly exhausted, and the resulting percolate evaporated to dryness on a water-bath at a moderate heat, not exceeding 55° C. The extract thus obtained (anchusin) was then incorporated with a convenient amount of castor oil, which is then set aside for use as required. Of this latter mixture a sufficient quantity is simply added to the previously flavored oil to produce the desired color, which may vary from faint pink to deep carmine red.

We now prepare the flavored oil according to the following formula:

Benzosulphinide	0.5 Gm.
Oil of anise	2 Cc.
Oil of sweet orange	1 Cc.
Oil-color	q. s.
Castor oil, q. s.	1000 Cc.

Dissolve the benzosulphinide in the oil by the aid of a gentle heat. Alcohol is not necessary. When cold, add the essential oils and oil-color sufficient to make the desired shade.

The cost of preparing the flavor, taste, and color according to this formula is less than ten cents for 1000 Cc.

Mineral Gardens.

A. A. L. inquires: "Can you tell me how to make the so-called 'mineral garden' that is sometimes used for display purposes?"

Place a quantity of sand in a wide-mouthed bottle (or better, a half-gallon fish-globe) to the depth of 2 or 3 inches. In this layer of sand slightly embed a

few pieces of copper sulphate, aluminum sulphate, iron sulphate, chrome alum, lead acetate, calcium chloride, magnesium sulphate, and manganese sulphate. Pour over the whole a solution of sodium silicate (commercial water-glass) one part and water three parts, taking care not to disarrange the chemicals while pouring in the solution. Upon standing a week or so a dense growth of the different silicates will be seen in various colors and fantastic shapes. Now displace the solution of sodium silicate with clear water, by conveying a small stream of water through a small rubber tube into the vessel, thus gradually displacing the silicate solution. Care must be taken not to break down or disarrange the growth with the stream of water. When these directions are followed carefully a very beautiful "garden scene" is produced. Other sulphates, such as those of chromium, cobalt, nickel, etc., may also be used.

Magentropfen, Muttertropfen, Herzkramphtropfen.

H. W. S. says: "Can you furnish me with formulas for magentropfen, muttertropfen, and herzkramphtropfen?"

Magentropfen (stomach drops) is stated by Hager to be a mixture of ten parts each of compound tincture of aloes (German), bitter tincture of gentian, and tincture of bitter orange peel.

Herzkramphtropfen (heart-cramp drops) is declared by Hager to be composed of 4 parts tincture of cinnamon, 5 parts aromatic tincture, 4 parts tincture of catechu, 1 part of chloroform, 40 parts of spirit of ether, and 40 parts of dilute alcohol.

Dieterich gives the following formula for compound tincture of zedoary, which he says is known also, among other names, as mother drops, or muttertropfen:

Zedoary	80 grammes.
Calamus	40 grammes.
Galangal	40 grammes.
Chamomile	20 grammes.
Anise	20 grammes.
Caraway	20 grammes.
Bay berries	15 grammes.
Cloves	15 grammes.
Bitter orange peel	5 grammes.
Mace	10 grammes.
Peppermint water	500 grammes.
Alcohol	500 grammes.
Spirit of chlorated ether	100 grammes.

Powder or contuse the solids, macerate them for eight days in a mixture of the peppermint water and alcohol, express, and add the spirit of chlorated ether.

In Pills or Capsules?

C. N. T. writes: "I would like to know how to compound the following prescription:

Potassium permanganate	20 grains.
Oxalic acid	5 grains.
Iron and quinine citrate	40 grains.

M. et ft. pil. No. XX.

"I was unable to get a satisfactory pill, so I mixed the oxalic acid and iron and quinine citrate with 45 grains of milk-sugar, powdered the potassium permanganate and put one grain of it in the cap of a number two capsule, and then filled the capsule with the proper amount of the other ingredients.

"I would also like to know what would be the average price for this prescription."

If the doctor who prescribed this combination is willing to have the medicine dispensed in capsule form the procedure emp'oyed by you is entirely satisfactory. However, if he insists upon the pill form you can make a very good mass by incorporating with the finely-powdered ingredients a little anhydrous lanolin. Petrolatum can be used in place of the lanolin, but it does not make such a tenacious mass.

To arrive at a fair price to charge for the 20 pills double the cost of the material and container used, and add to this amount a charge of $1.00 an hour for the time consumed in compounding. This method has been recommended by BULLETIN readers, and is used by many of the leading druggists throughout the country.

A Prescription Difficulty.

T. O. T. writes: "Here is the copy of a prescription that we get quite frequently:

Iron valerianate	1 drachm.
Zinc valerianate	20 grains.
Equinine	40 grains.
Alcoholic extract of valerian	1 drachm.

M. et div. in caps, No. XXX.

"Should this be dispensed in powder or in mass form, and if in mass what excipient should be used? What is the price to charge for the thirty capsules?"

A satisfactory method of dispensing this mixture is to mass the ingredients with a little glucose (syrup will do) and divide into 30 capsules.

To arrive at the proper price to charge, use the method that has been recommended in previous issues of the BULLETIN. Here it is: Double the cost of material and container and add to this sum a charge of $1.00 an hour for the time consumed in compounding.

Mettauer's Solution.

G. H. asks: "Will you publish a formula for Mettauer's solution?"

Mettauer's solution of aloes and soda, or as it is more commonly called, Mettauer's laxative aperient, can be prepared as follows:

Socotrine aloes	300 grains.
Sodium bicarbonate	1½ avoirdupois ounces.
Compound tincture of lavender	6 fluidrachms.
Water	16 fluidounces.

Mix.

After this mixture has been allowed to macerate for two weeks, with occasional agitation, it should be filtered through cotton. It is then ready for use.

Yellow Coloration in Potassium Iodide Solutions.

B. C. asks: "What is the cause of the slight yellow coloration in a solution of potassium iodide in distilled water which has been kept in an amber bottle?"

The yellow color is probably due to the presence of free iodine. A saturated solution of iodide of potash will evince signs of decomposition by becoming orange-yellow in the presence of atmospheric air, on the addition of small quantities of acetic, nitric, oxalic and probably many other acids. Iodine is also liberated from a solution of potassium iodide by direct sunlight; the more concentrated the solution the more energetic is the action.

To prevent this coloration some pharmacists have

adopted the expedient of adding about 5 grains of sodium thiosulphate to a pint of saturated solution of potassium iodide.

Gelatin Sealing Compound.

E. H. H. asks: "Will you publish a formula for a red-colored gelatin sealing mixture for tubes?"

The following is said to produce a satisfactory sealing compound:

Gelatin	1 ounce.
Gum arabic	1 ounce.
Boric acid	20 grains.
Starch	1 ounce.
Carmine, q. s.	
Water	16 fluidounces.

Mix the gelatin, gum arabic, and boric acid with 14 fluidounces of cold water, stir occasionally until the gum is dissolved, heat the mixture to boiling, remove the scum, and strain. Add to the starch a sufficient quantity of carmine to produce a red color of the shade desired. Then mix the powder with the remainder of the water and stir this mixture into the hot gelatin mixture until a uniform product results.

The composition may be tinted with any other suitable dye, as one of the anilines, in place of the carmine, if so desired. Before using the composition it must be softened by the application of heat.

A Troublesome Emulsion.

W. R. T. writes: "Several years ago I made a liquid face cream, the formula for which I have lost. As near as I can remember the formula it is:

Turpentine	4 fluidrachms.
Ammonium carbonate	4 drachms.
Oil of bitter almonds, q. s.	
Rose-water	4 fluidounces.

"Can you tell me how to make a satisfactory emulsion of this?"

We suggest that you try adding 1 drachm of soft soap to the mixture to aid in emulsification. Dissolve the ammonium carbonate and the soap in the rose-water. To the strong lather thus produced add slowly the turpentine, with constant agitation. Then add the oil of bitter almonds.

Red Color for Liquid Petrolatum.

F. D. E. asks: "Is it possible to impart a red color to liquid petrolatum?"

What are known in the trade as oil-soluble red dyes act as satisfactory coloring agents. They may be obtained from any of the larger wholesalers. If, as it sometimes happens, the dyes fail to color readily the liquid petrolatum, it is advisable first to mix the coloring agent with a small quantity of a fixed oil. The petrolatum will then be found to take up the color readily.

For a method employing the red coloring principle of alkanet root, see the reply to the query under the title "Aromatic Castor Oil, Red," appearing elsewhere in this department.

Preparing a "Black Eye."

A. H. C. B. inquires: "Can you supply me with the formula for a preparation used to cover up 'black eye'?"

The following is found in the literature:

Bismuth subcarbonate, 2 parts; French chalk, 1 part; color with carmine or calamine to skin tint. Wash the bruised area with a mixture of glycerin 1 part, water 5 parts; dry and apply the powder.

The application of a solution containing 15 grains of oxalic acid to 1 ounce of water with a camel's-hair brush every half-hour or so is said to remove very effectually the blackness from around a freshly-blackened eye.

A Question of Botany.

E. D. D. writes: "I am sending a botanical specimen which a friend of mine desires to have identified. Can you help me out?"

The specimen in question is *Solanum Nigrum* Lin. (Fam. *Solanaceæ*), commonly called black nightshade or garden nightshade. It is a common weed, the berries of which are said to be poisonous. It is also said to be one of the parents of Burbank's wonderberry or garden huckleberry.

Where to Buy Green Coloring Agents.

B. E. O. inquires: "Can you tell me where I can buy different shades of green coloring for candy and for alcoholic and aqueous liquids?"

Coloring agents of various kinds can be obtained from the Dodge & Olcott Company, New York; Fritzsche Brothers, New York; W. J. Bush & Co., 100 William Street, New York; or Joseph Burnett Co., Boston, Mass.

Concerning Bust Developers.

M. H. R. asks: "Can you give me any information in regard to the Madame Du Barrie French method for developing the bust, and do you consider it absolutely safe to use?"

We know nothing of this "method," famous though it may be. We might say, however, that most if not all of the preparations and devices offered for this purpose are without merit and some of them are positively harmful.

Golden Yellow Color for Bay Rum.

R. C. writes: "Can you tell me how to color bay rum a rich golden yellow?"

The addition of a small amount of turmeric or saffron to bay rum produces in it a yellow color depending for intensity upon the amount of the coloring agent used. A few drops of ammonia water or a little borax added to bay rum will also impart a yellow color to it.

Briefer Replies.

M. K.—We are unable to supply you with a formula for the perfume used in the proprietary toilet preparation you mention.

C. F. T. writes: "Will you please publish a formula for dusting store furniture, cases, etc?"

Do you mean a liquid?

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

THE new foreman was a hustler. Nothing escaped his eagle eye, and whenever he saw a workman suffering from a tired feeling he quickly woke him up.

So when he discovered a bricklayer snatching a quiet pipe behind a wheelbarrow his wrath arose mightily.

"What do you think you're paid for? Get on with your job, if you don't want to get fired pretty sharp."

"All right, boss," rejoined the workman. "Keep your 'air on. Rome wasn't built in a day, you know."

"That may be," rejoined the hustler, "but I wasn't foreman of that job."—*Kansas City Times.*

AMONG the specialties manufactured by Chas. Pfizer & Co. are Strychnine and its Salts.

Their brand of Crystals and Powdered Alkaloid, and Crystals and Powdered Sulphate, are almost universally known and are recognized as a leading brand of strictly U. S. P. standard, particular attention being called to the uniform purity of their product.—*Adv.*

"SHALL we let Eddie into our pirate gang, Bill?"

"Naw. He wouldn't make a good pirate—he's a sissy."

"He is?"

"Sure. He paid to git into the football game las' Saturday."—*Denver Post.*

CLARA: "I dread to think of my thirtieth birthday."

Stella: "Why, did something unpleasant happen then?"—*Judge.*

A YOUNG couple came in from the suburbs to New York City, to see the Hippodrome. They arrived very early and decided to have lunch. They visited a tea room and had the place all to themselves.

In serving them the waitress omitted to supply a teaspoon, and the fair young bride whispered the fact to her husband.

Summoning the waitress, the young man asked:

"May we have a spoon?"

"Why, certainly," replied the girl. "I am just tidying up, and you can have the whole room to yourselves in a minute or two."—*Lippincott's Magazine.*

"WHAT are they going to call their baby?"

"I don't know. They named it Reginald."—*Gargoyle.*

What's good for a Boil?--

Being a good neighbor, with an eye to business, also; the Drug Man promptly replied:—

Antiphlogistine
TRADE MARK

spread on thick and as hot as you can bear it; then cover with absorbent cotton—repeat as needed. Result:—Pleased, benefitted customer, and **TWO** sales—Antiphlogistine and pkg. Cotton.

"There's Only ONE Antiphlogistine"

DENVER CHEMICAL MFG. CO.,
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE for

Soap Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously
For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

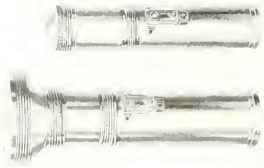
THE HOSTETTER COMPANY,

59 and 60 Water Street, • • PITTSBURGH, PA.

"A WAIST for a salesgirl, is described by a fashion writer. But in what respect does a salesgirl's waist differ from that of a duchess?—*Louisville Courier-Journal.*

NEW "KWIK-LITE" PRODUCTS.—The accompanying illustrations show two styles of the latest type of "Kwik-lite" flashlights. It will be seen that the two ends telescope near the center, thus making it far easier to engage the screw threads than in the old style where a small end-cap, containing a spring, had to be screwed on.

The lens is secured by a separate screw end ring.



This allows a broken lens to be replaced without the expense of an entire new head. These improved "Kwik-lites" are made in five different sizes and each is offered in heavy polished nickel, gun metal, or statuary bronze.

A neat design in metal vest pocket flashlights is illustrated in the advertisement of "Kwik-lites" elsewhere in this issue. It is a graceful flask-shape, consisting of two parts which telescope near the middle. The two ends lock when pushed together firmly, and a slight pressure on the side of the case releases them so that it is easy to insert the battery.

Sixty-five different styles and finishes of flashlights and lanterns are shown in the handsome catalogue of The Usona Mfg. Co. Address the office nearest you: 1 Hudson Street, New York, or 315 S. St. Clair Street, Toledo, Ohio.

MRS. FINNEY, on entering the bathroom, discovered little Herman, aged 6, dyeing his baby sister's bare feet with shoe polish.

"Herman!" exclaimed the mother, "what in the world are you doing?"

"Well," answered Herman doggedly, "everything in sister's room is in Mission style, and I thought I'd make her feet Mission style, too."

It's waiting for you.

Catalogue "A" issued by the American Stopper Company, Dwight and Veronica Streets, Brooklyn, New York, illustrates and describes a complete line of decorated tin boxes for dispensing purposes. Boxes for every requirement of the modern drug store are shown in it.

Send a postal card for catalogue "A" to-day.

"Repeat" Sales are Business Builders.

Every household needs Diamond Dyes. And once used, the "repeat" sales are frequent—and lasting.

Diamond Dyes

Solved the home-dyeing problem and proved the truth about dyes. You can build up your business by carrying a complete supply.

WELLS & RICHARDSON COMPANY
BURLINGTON, VERMONT,
and 200 MOUNTAIN STREET, MONTREAL, CANADA.

SYRACUSE DRUGGIST ADOPTS A FOUNDLING.—On the evening of January 26 a basket containing a live occupant was left in the vestibule of the home of Herbert Walker, a well-known druggist in Syracuse, New York.

The little stranger, says the *Syracuse Post-Standard*, was clad in the finest of baby clothes, with laces and ribbons, and on its head was a cute little bonnet. Beside it was a well-filled nursing bottle. It was evident that the foundling had been well cared for.

Attached to the clothing was pinned this note:

> Dear Friend—I place this little stranger at your door, where he rightfully belongs. Open your heart and take him in. Be good to him and God will bless you for it. I trust he will some day reward you for the gratitude which you have shown. Keep and protect him, for I know he will be of great benefit to you in your consoling moments. May God protect you both is the sincerest wish of Pete's heart-broken mother. Lovingly yours,
>
> UNKNOWN.

When the clothing was undone a bull pup, 6 months old, opened its eyes and yawned. Pete has found a home, and until after midnight neighbors were in extending their congratulations.

FIXTURE problems will no longer bother you if you get catalogue No. 14 from your favorite drug jobber. It tells all about the "Victor" and "Olympic" sectional outfits manufactured by the Benderscheid Mfg. Co., 2800-2826 No. Ninth Street, St. Louis, Mo.

These outfits are always carried in stock, ready to ship, by the Benderscheid Company and you can buy them at a saving of 10 to 20 per cent when compared with the prices charged for similar outfits made to order.

The catalogue contains specifications and all particulars. Write your jobber for it now.

KIND LADY: "But that isn't the same story you told me the last time you were here."

The Hobo: "Course it ain't. Youse didn't believe de odder one."—*Chicago Daily News.*

MRS. GRUMPY had been complaining of rheumatic pains and aches and Mrs. Helpful suggested that she ought to try osteopathy.

Mrs. Grumpy brightened up at once and asked: "Is that a liniment or a salve? I've tried lots of such things, but they don't seem to do any good."

ATTRACTIVE store displays, novelty cards and beautifully illustrated booklets furnished by the manufacturers, backed up by constant advertising everywhere and all the time, make it easy for you to sell Hostetter's Stomach Bitters.

Your jobber will fill your orders for the preparation and the Hostetter Company, 59 and 60 Water St., Pittsburgh, will send you the advertising helps that move the goods.

Why not start profits your way to-day by displaying Hostetter's conspicuously?

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY GRADUATING EXERCISES.—The graduating exercises of this school were held in the assembly hall of the University Building, Chicago, April 14, 1915. Thirty-four graduates received the degree of Graduate in Pharmacy. The address to the graduating class was given by Dr. A. E. Swanson of the School of Commerce of the University on the subject of "Business Aspects of Professional Pharmacy." The diplomas were presented by President A. W. Harris.

On Monday evening, April 12, the annual banquet of the Alumni Association was held, with the members of the graduating class present as guests on this occasion. Glenn Frank, the alumni secretary of the University, gave an interesting account of the work in professional pharmacy being done by many of the alumni in cities which he had visited. Prof. W. B. Day, acting dean of the University of Illinois School of Pharmacy, gave an address on the work of pharmaceutical organizations. Prof. R. H. Gault of the College of Liberal Arts was assigned the topic of "Psychology and Pharmacy." The president of the senior class, S. B. Wade, promised that the members of the graduating class would live up to the ideals set before them. The programme closed with an address by Dean John H. Long on "Pharmaceutical Education."

SATISFIED CUSTOMERS. How did you feel the last time a package you were carrying came open on the street due to careless wrapping? The chances are your opinion of the store that gave such poor service wasn't very flattering.

Now, draw a comparison between that service and your own; for instance, the prescription end of your business. Of course, you wouldn't knowingly slight in service. But suppose that you fill a prescription and in corking it you accidentally let a flawy cork slip by. What's the result?

At the first or second removal the poor cork breaks. Now, isn't it reasonable to suppose, when this happens, the customer will feel the same way about your service, as you felt, when the package came open? This won't help your business any, will it? Then, why not use Circle A Corks and be on the safe side?

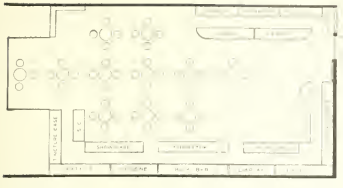
Each one is clean, bright, and strong—or it wouldn't be packed under the Circle A label. If you use them exclusively, you'll have no dissatisfied customers on account of poor corks. You can well afford the best in little things to keep *all* your customers satisfied. Think it over and give your jobber a trial order—you'll not regret it.

A WARDER entering a prisoner's cell one day found it very hot and stuffy.

"Why have you got your ventilator closed?" he asked.

The burly prisoner answered, plaintively:

"Well, guv'nor, the last time I had the ventilator open a wasp flew in, you see, and carried off my dinner while my back was turned."—*Detroit Tribune.*



Take a Look at these "Bird's-eye" Views

THE above illustrations will *show* you better than we can *tell* you the difference between ordinary chairs and tables and Yesbera Display Top Soda Tables. With Yesbera tables you can have more tables or more aisle space. No chairs to bother with. And every Yesbera table means valuable display space.

YESBERA
TOLEDO

This Book Will Help You to Decide

WE want you to have a copy of this new booklet: "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." You are welcome to a copy whether you intend to buy tables or not. Remember that we make a full line of drug store equipment.

YESBERA MFG. CO., 2288 Albion Street, TOLEDO, - OHIO.

THE Carpenter-Morton Co., Boston, Mass., importers, manufacturers and wholesalers of paints, varnishes, and paint specialties, will celebrate its seventy-fifth anniversary on June 12.

Invitations have been sent out to present and former employes and their families for a celebration to be held at Riverside recreation grounds, Riverside, Mass., on that date. The afternoon will be devoted to outdoor sports and recreation, after which dinner will be served. This will be followed by a dancing party which will conclude the day's entertainment.

The Carpenter-Morton Co. was established in 1840 by Eleazer F. Pratt and since that time has passed through three-quarters of a century dotted with disastrous financial panics, wars, and other calamities, to emerge stronger than ever. The present officers are James B. Lord, president; Frederic H. Newton, vice-president; George C. Morton, treasurer; M. Elton Vose, assistant treasurer and clerk. These officers, together with J. W. Campbell and M. E. Morton, constitute the board of directors.

The Carpenter-Morton Co. is especially well known to the drug trade as the manufacturer of Colorite, the widely used preparation for coloring old and new straw hats.

HARDUPPE: "Flubdub is pretty mean, isn't he?"

Borrowell: "Mean? Why, say that fellow is mean enough to have his name engraved on the handle of his umbrella."—*Life.*

HENPECK: "Is this the office of Quigley's Quick Cure?"

Patent Medicine Man: "Yes."

"Gimme six bottles for my wife."

"Tried all other remedies without success, eh?"

"No; she ain't ill at all; but I saw in your advertisement where a woman wrote after taking six bottles, 'I am a different woman,' and I have hopes."—*Western Druggist.*

NO SHORTAGE AT ABBOTT'S.—Emetine hydrochloride, from being an almost unknown and little-used drug, has become one of the most popular. Recent discoveries as to its unquestionable therapeutic values in amebic dysentery, hemoptysis and other hemorrhages, as well as in pyorrhea, have caused an enormous demand for this remarkable remedy, so that it is not to be wondered at that manufacturers are reporting a shortage.

The Abbott Alkaloidal Company is prepared to fill all orders for this alkaloid, which they supply in hypodermic tablets, in ampoule form for hypodermatic use, in tablets for oral administration, and in a standard antiseptic solution (Boremetine) for use by dentists and physicians in the local treatment of pyorrhea and other affections.

If you want emetine, if you want it in a hurry, if you want it right and when you need it, ask jobbers for Abbott's, or order direct. Complete literature sent free on request to The Abbott-Alkaloidal Company, Chicago.

As men carefully watch over some Treasure, so we cherish and protect the Reputation we have built up for
N. Y. Q. Products
doing everything that lies in our power to continue meriting it through the Purity and Quality of our goods
Potassium Iodide
Diacetyl-Morphine
Bismuth Subnit.
Thymol Iodide
Acetanilide C.P.
Strychnine
NYQ
Quinine
Morphine
Cocaine
Codeine
NEW YORK QUININE AND CHEMICAL WORKS LTD.
NEW YORK CITY
483

"It is the duty of everyone to make at least one person happy during the week," said a Sunday-school teacher. "Now, have you done so, Johnny?"

"Yes," said Johnny, promptly.

"That's right. What did you do?"

"I went to see my aunt, and she was happy when I went home."—*Ladies' Home Journal.*

Twenty-four to a Dozen.—Order one dozen one-ounce jars of Forkola to retail at 25 cents each and you will receive one dozen free. This is the special offer now being made by The Bacorn Company, Elmira, N. Y. The twenty-four jars cost you only $1.75 and they bring in $3.00. Quite a profit, isn't it?

Forkola is an ointment for colds in head and lungs, chronic catarrh, croup, quinsy, la grippe, asthma, sore throat, coughs, etc. The jar in which Forkola comes is an especially attractive one. Take advantage of this offer to-day.

Mr. Jenkins: I always thought that those Janneys were twins, but now I know they are.

Mrs. Jenkins: How do you know it, dear?

Mr. Jenkins: They have married their twins Viola and Violet.

Mrs. Jenkins: Oh! I suppose it was they had been trip-resses that number three would have been called Con-sortiums.

Berger's Food for infants, invalids, and aged persons is advertised regularly to the medical profession, thus helping the druggist to sell it. In addition the manufacturers supply show-cards and advertising material to make it still easier for the druggist to dispose of it.

If your stock is low, order a fresh supply from any jobber and then write to Benger's Food, Ltd., 92 William Street, New York, for advertising helps.

Guest: "Look here! How long am I going to have to wait for the half portion of duck I ordered?"

Waiter: "Till somebody orders the other half. We can't go out and kill half a duck."—*Crucible.*

Your stock is not complete unless it contains Sal Hepatica, Gastrogen Tablets, and Clinton Cascara Active—three articles for which the demand is constantly increasing.

These three ready sellers are made by the Bristol-Myers Co., New York, and are carried in stock by all jobbers

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Owens: "My tailor will be here in half an hour."

Elevator Boy: "Yes, sir; shall I ask him to wait?"

Owens: "Certainly not, you idiot! What do you suppose I'm going out for?"—*Boston Transcript.*

Vortex Sanitary Service

FOR HOT AND COLD DRINKS

Paraffin Paper Cups and Metal Holders

(Patented and Patents Pending.)

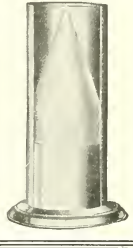
Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary.

The Vortex System removes—

Sloppy conditions of fountain and tables.
Danger from chipped glass.
Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25 per cent in the labor of serving.

Thousands of merchants are now using our service. Shall we send you their letters to prove it? Write for information.

If your jobber won't supply you, write us.



THE VORTEX MFG. CO., - CHICAGO.

"Pa, what's the difference between a profession and a trade?"

"The man who works at a trade quits when his eight hours are up. The man who follows a profession has to keep on until his work is done."—*Chicago Record-Herald.*

Chicago Branch of the American Pharmaceutical Association.—The April meeting of the Chicago branch of the American Pharmaceutical Association was held April 26 following a complimentary dinner to Prof. Joseph P. Remington. The meeting was largely attended.

Wm. Gray read a very interesting and instructive paper on the preparation and use of Bang's solution for the determination of sugar in urine. Irwin A. Becker also presented a valuable paper entitled "Some Observations on the new British Pharmacopœia." Mr. Becker discussed at some length the test for free salicylic acid in aspirin or acetyl-salicylic acid, and by practical demonstration showed the inaccuracy of the test as stated in the British Pharmacopœia. Chas. Orr, employed as pharmacist by the Illinois Central Railroad Company, read a most interesting paper on "The Opportunities of a Pharmacist in Railway Hospital Work." The three papers were well received, and by motion were ordered presented to the Publication Committee of the Association for publication in the journal if desirable.

Professor Remington presented various phases of the work on the new U. S. Pharmacopœia, dwelling especially on the subjects of liquid petrolatum, whisky, patented chemicals, adrenalin, etc. He exhibited the page-proofs of the first hundred pages of the new book and named October as the month in which he expected it to be on the market.

6000 Inquiries from One Ad.—Recently the House of Mennen announced to men, through the medium of one of the large national magazines, that it was making a talcum expressly for men. It was named "Talcum for Men."

During the one week which elapsed after the announcement was made, over 6000 men wrote for samples of this new talcum. After trying the samples many of them wrote in wanting to know where the goods could be purchased in their localities. This is just one instance of how the national advertising of large manufacturers is aiding the druggist to dispose of his wares.

The Talcum for Men has a cream tint, and, unlike other talcums, does not give one the appearance of a "flour-face" after using. This new talcum harmonizes with the skin. It is evidently something men have been waiting a long time for from the manner in which they are inquiring for samples.

The House of Mennen is advertising extensively the Talcum for Men in connection with its Shaving Cream advertising.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - - 42 Rue du Marche
London, England - - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

The Maple Comport is rapidly becoming a national institution. In a recent issue *Harper's Weekly* said: "The Oval Wood Dish Company is a public benefactor."

When an article for soda fountain service meets

with such popular approval as the Maple Comport has received, it behooves every alert fountain owner to give it most careful consideration.

The accompanying pictures show the dainty oval

and when, as it does, it costs no more than plain and ordinary dishes, it is placed on an attractive metal holder for use.

Besides providing an individual and sanitary service for sundaes and ice cream, and, in this way, attracting trade for the fountain, the Maple Comport, of course, obviates dish-washing and promotes quick soda-fountain service.

It is a money-saver for other reasons also, among which is the fact that it is unnecessary to serve so much ice cream with the Maple Comport as with other dishes. Being shallow, a small amount of cream makes a better showing in it than a larger amount in a deeper dish.

It will certainly pay you to find out all about the many advantages of the Maple Comport service. Write at once to The Oval Wood Dish Company, Delta, Ohio, for full particulars.

During the holiday rush one of our leading jewelers was going out just as one of the clerks came back from lunch. He remarked to the clerk: "Jim, take off your cap and show this gentleman something in ivory."—*Three Links.*

Writing but one word after the names of chemicals, ordered for use in your work, insures for you chemicals of known and tested reliability.

The word is "Merck's."

Doctor (after careful examination): "Some foreign substance is lodged in your eye."

Dennis: "Oi knowed ut! Thot's what Oi git f'r wurrukin' wid them Dagoes!"—*Cleveland Leader.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

WALRUS TRADE NOTES.—J. M. Lowry, of Huntington, West Virginia, who last year purchased an entire mahogany drug-store outfit, including mezzanine floor and sixteen-foot marble Walrus fountain, of the Walrus Company, visited the factory in Decatur, Illinois, on February 26, and bought two more fountains for other stores which he is operating in Huntington.

The Park Commissioners of Minneapolis have placed their order with the Walrus Company for a thirty-six-foot all-marble Walrus soda fountain of latest design and equipment.

The palatial confectionery establishment being fitted out by the Walrus Company for Gus Aurentz, of Fort Wayne, Indiana, is destined to be one of the largest and most ornately furnished establishments of its kind in the country. Mr. Aurentz is spending a great amount of money on this new establishment. The Walrus Company is supplying everything, including mural panels, indirect lighting fixtures, soda fountain, furniture and cases, all of which goods are of the company's own manufacture, and done by its own artists and artisans. This outfit was sold by the Fort Wayne Drug Co., distributers of the Walrus product in northern Indiana.

To fit up the room to be vacated by Mr. Aurentz at Fort Wayne another firm of confectioners has placed an order with the Walrus Company, through the Fort Wayne Drug Co., for the entire furnishings and fountain. The equipment in this new confectionery will also be every elaborate. Most all of the fixture work, including the fountain and the buffet, will be in imported marble, handsomely carved and part of it will be inlaid mosaic decoration. Particularly the apple blossom mural panels will be most effective, the Walrus Company having a very high class artist in its employ who looks after this work. Also the indirect lighting feature of this establishment will be quite a novelty and very artistic.

SMALL BOY (much interested in shopman's reason for high price of eggs): "But, mummy, how do the hens know we're at war with Germany?"—*Punch.*

WIFE: "John, the bill collector's at the door."

Hubby: "Tell him to take that pile on my desk."—*Penn State Froth.*

A TOILET CREAM with a national reputation that nets the dealer 75 per cent profit.

That's the Pond's Extract Company's "Vanishing Cream."

Write Lamont, Corliss & Co., Dept. S., 131 Hudson Street, New York City, for particulars of the free deals netting the big profit.

NUPTIALS.—A wedding which occupies more than a column on the society page.—*Cornell Widow.*

A WILMARTH STORE.

Discriminating customers judge the drug store by the character of its equipment. Wilmarth equipment is the hallmark of quality, efficiency, value.

If it's suitable for a drug store Wilmarth has it—or will build it.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

DRUG EQUIPMENT
From the Single Case to the Store Complete.

1520 JEFFERSON AVE., GRAND RAPIDS, MICH.

NEW YORK, 20 West 30th St.
CHICAGO, 218 W. Jackson Blvd.
CHICAGO, Fuller-Morrison Co.
BOSTON, 21 Columbus St.
PITTSBURGH, 11 Sixth Ave.
MINNEAPOLIS, 7 N. Fourth St.
ST. LOUIS, 115 Washington Ave.
DES MOINES, Shops Bldg.
SALT LAKE CITY, 257 S. Main St.

Made In Grand Rapids

PRISON KEEPER: You will have to work here, Moriarty, but you may select any trade you wish.

Prisoner: Well, if it's all the same to you, sor, O'd like to be a sailor.—*Chicago Examiner*

THERE's an extra five per cent discount coming to you if you order Ripans Tabules in gross lots of the five-cent size, or in $6 lots of the assorted sizes.

It pays to buy Ripans in quantity assortments. Your jobber will fill the order and give you the additional discount.

HE: Marry me, dear, and I will make it my duty to anticipate your every wish.

She: But are you sure that your anticipations would be realized?—*Boston Transcript.*

One three ounce package of Glycothymoline sells for 25 cents, the six ounce (sprinkler top) size sells for 50 cents, while the one-pound bottle brings a dollar. There is a profit size selling at three popular prices.

Ask your jobber's or write Kress & Owen Co., 301-303 Fourteenth St., San Francisco.

"I SEE now, according to Dr. Clement Lucas, of England, the human family is likely to become a one-toed race," said the pessimist.

"Well, that means fewer corns," replied the optimist. —*Yonkers Statesman.*

A SPECIAL OFFER.—Practically every druggist knows that Flash is a popular "hand soap," composed of glycerin and neutral oils together with the finest grade of pumice and is used for quickly removing grease, stains, etc., as well as for housecleaning purposes.

In order to induce all druggists who are not now handling Flash to stock it, the manufacturers will give six window and counter easels, a window transparency, one large and one medium size sign, together with twenty trial cans of Flash with every order for a case of 30 cans at $2.50.

Send your order to Flash Chemical Co., Kendall Square, Cambridge X, Boston, Mass., and have Flash on hand for the summer season.

FIRST BOOMER: "You fellows have no git-up about you at all. Why don't you have photographs of your town taken, like we do? Are you ashamed of it?"

Rival Boomer: "Naw, that ain't the reason at all. I want you to understand, young fellah, that our town don't stand still long enough to be photographed."—*Terre Haute Express*

Advertising rates on application. Address BULLETIN OF PHARMACY.

6000 INQUIRIES— ONE WEEK—FROM MEN.

Mennen's Talcum for Men is making a hit! We have had over 6000 requests for samples in a single week. Fifty advertisements in national magazines appealing to men—Saturday Evening Post, Collier's, System, Scientific American, Literary Digest, etc., are pushing this powder. In addition, every tube of Mennen's Shaving Cream, sample or full size, carries a description and a coupon.

This is the first time that a talcum has ever been made *exclusively*, and made right, for men, in color, odor, appearance of the new, snappy can, etc. Men don't want to use *white* powder and look like clowns. The cream tint of Mennen's Talcum for Men pleases them. Every man who shaves himself is a prospective buyer.

Your jobber can supply you. Be prepared to fill the requests of your customers.

The House of Mennen

Newark, N. J.

ALUMNI ASSOCIATION OF THE UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY.—The thirty-third annual reception and banquet of this organization was held at the Congress Hotel, Chicago, Wednesday evening, April 26. One hundred and twenty-five alumni and friends were present. The 76 members of the graduating class were the guests of the Alumni Association, while the guests of honor were Prof. Joseph P. Remington, dean of the Philadelphia College of Pharmacy, and Judge O. A. Harker, dean of the Law School of the University of Illinois. Toasts were responded to as follows:

"The University of Illinois," Judge O. A. Harker; "Pharmacy," Prof. J. P. Remington; "The Alumni Association," President L. L. Mrazek; "The Faculty," Prof. W. B. Day; "The Class of 1915," President H. L. Eberly; and "The Class of 1890," Dr. Charles A. Albrecht. Prof. C. M. Snow presided as toastmaster.

The occasion was a most enjoyable one and a fitting close to a most successful and largely-attended commencement.

"OVER and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals."

Such is the statement of the New York Quinine and Chemical Works and the reason why the company says you should specify "N Y Q." when ordering chemicals from your jobber

"THE girls were selling kisses at the charity bazaar at five cents a kiss."

"Ah, another case of the jitney-buss."—*Louisville Courier-Journal.*

"TO WHAT school does that painting belong?"

"Boarding-school, my dear sir."—*Philadelphia Public Ledger.*

A BOOK that supplies you with the information necessary on every recipe, formula and process known to every trade and science in the world—isn't that just the book that you have been looking for?

Henley's Book of Formulas, Recipes and Processes contains over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

For $3.50 you can get this valuable encyclopedia of information, together with a year's subscription to the *Retail Druggist*. Address *The Retail Druggist*, 58-60 West Lafayette, Detroit, Mich.

WAITER: "Will you have a fifteen-cent cigar, sir?"

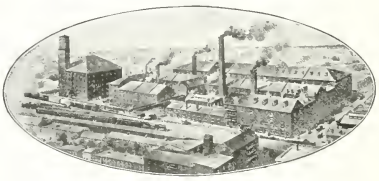
Guest (at New York hotel): "Yes, if it doesn't cost more than a quarter."—*Life.*

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.

Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST. SPECIFY "P-W-R ORIGINAL PACKAGES."

"Oh, what a time I had last night, doctor. It's only by the Lord's mercy that I'm not in 'eaven to-day!"—*London Standard.*

Papers Wanted for A. Ph. A. Meeting.—E. H. Thiesing, Cincinnati, Ohio, chairman of the Section on Commercial Interests of the American Pharmaceutical Association, announces that the officers of the section are desirous of obtaining a large number of papers to be read at the annual meeting of the association next August at San Francisco.

The following is the list of subjects on which the officers of the section wish to have the papers written:

1. Meeting mail-order competition, with outline of plan.
2. A system of stock arrangement as a help to reduce store expense.
3. Developing the sale of rubber sundries, photographic supplies, stationery, cigars, etc.
4. Possibility of creating a national line of non-secrets, to be prepared by the individual but with complete ownership of copyrighted labels.
5. Cooperation in purchases by druggists of a locality. Does it pay?
6. Misrepresentation in merchandising.
7. Advertising the prescription department.
8. Is it advisable to give clerks a percentage of sales?
9. Value of non-secrets compared with other lines.
10. Window displays that produce results.
11. Treating salesman fair to work.
12. Store fixtures as a help in developing business. What ones are necessary or of advantage.
13. Perfumes—manufacture of, basic material used, care of, selling pointers.
14. Purchases—what, when, where, quantity limits.
15. Store Management—prevention of waste, goods out of stock.

Store equipment that furnishes a means of attractive display is the kind that makes merchandising successful. The goods brought to the attention of possible buyers are the ones that are first disposed of.

Store equipment that forces the prospect to see the articles on display is illustrated in the catalogue issued by the Saginaw Show Case Co., Ltd., Saginaw, Mich.

Get the catalogue started on its way to you. A postal card will do it.

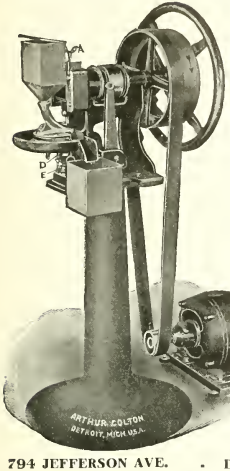
Butcher: "Did that steak I sold you do the whole family?"

Customer: "Very nearly. The doctor is calling yet."

Artistically colored post-cards of local views are always big summer sellers.

For $5.00 you can get 1000 blue delft cards made to your order or for $6.75 you can buy 1000 hand-colored ones. If you want to see samples before ordering, write for them to the National Colortype Co., Newport, Ky.

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

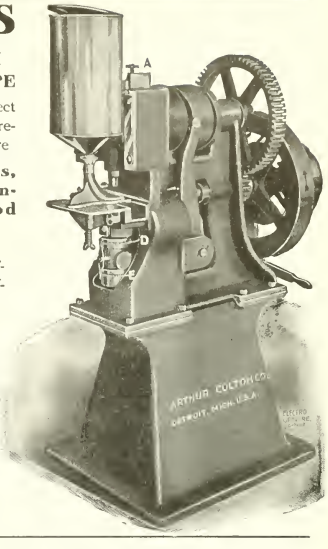
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceutical Machinery and Laboratory Appliances



794 JEFFERSON AVE. . DETROIT, MICH., U. S. A.

PUPIL: "Teacher, may I be absent this afternoon? My aunt's cousin is dead."

Teacher: "Well—yes—I suppose so; but really I wish it was some nearer relative."—*Topeka Journal.*

YOU will be well supplied with excellent advertising material if you stock the products of the Defender Photo Supply Co., of Rochester, N. Y.

Elsewhere in this issue is a full page announcement of this company containing a photograph of the assortment of advertising matter given to Defender dealers.

This includes signs, mounted prints, framed enlargements, screens, booklets, folders, circulars, etc., together with an attractive electric flash sign.

Vulcan films and plates, Argo paper and Defender chemicals and supplies are well known and in constant demand everywhere.

If you will write the Defender Photo Supply Co. for its "Initial Plan A" the company will tell you how to start a photographic department at small expense and how it coöperates with you to increase business.

"WHAT's the man who just kicked the chair over and threw a pack of cards into the fireplace?" inquired one waiter.

"Oh," replied the other, "he's the gentleman who tried to rest his nerves by playing solitaire."—*Washington Star.*

THAT peroxide toilet preparation you are making—are you sure it contains hydrogen peroxide in available form?

Put the question up to the Roessler & Hasslacher Chemical Co., 100 William Street, New York. That concern will quote prices, supply formulas, etc., concerning the proper peroxide to use in soap, toilet cream, tooth paste, tooth powder or talcum powder.

"I WONDER what has become of the old-fashioned dime novel?" remarked the old fogy.

"It has gone up to a dollar and a half," replied the grouch.—*Cincinnati Enquirer.*

"WE guarantee our fruit tablets to comply with National and all State pure food laws—there are none better made; if they do not give satisfaction return to us and get your money; quality first, last and all the time with us."

Such is the guarantee you get with every jar of Robertson's Fruit Tablets. The flavors—25 of them—are genuine and true to nature. They make the "come-again" kind of customers.

Let the Robertson-Bradshaw Company, 286 Greenwich Street, New York, tell you about them and quote prices. Or ask your jobber concerning Robertson's Fruit Tablets.

CAPITAL STOCK—CO-OPERATIVE.

Fire Insurance for Druggists.

There is a great deal of personal satisfaction, aside from business necessity, in carrying insurance which you know to be absolutely good. It is worth while to know as a certainty—without having to guess or assume it—that the company behind your policies is dependable and fair. You get such personal satisfaction when you buy an A. D. F. I. Co. policy. Our protection is based on a surplus as to policyholders of over $300,000 00, and on an established foundation of service and fair treatment.

We save you money, too. Ask for our proposition on your store.

DURING 1914 WE SAVED OUR POLICYHOLDERS $50,275.88

LICENSED TO DO BUSINESS IN 31 STATES.

OWNED BY DRUGGISTS AND CONDUCTED IN THE INTERESTS OF THE RETAIL DRUG TRADE.

The American Druggists' Fire Insurance Co.,

1215-1216 Mercantile Library Bldg., - CINCINNATI, OHIO.

BORELEIGH: "Some men, you know, are born great, some achieve greatness—"

Miss Keen: "Exactly! And some just grate upon you."—*Boston Transcript.*

"BOARD QUESTIONS ANSWERED" is not a quiz-compend in the ordinary sense of the word, not a cramming course, but a volume giving answers to board-of-pharmacy questions with the care and something of the detailed thoroughness of a text-book on pharmacy.

The book serves on the one hand to refresh the memory of students who have already taken a course in pharmacy, and on the other hand to give them an idea of the type and character of questions asked by the different boards of pharmacy.

"Board Questions Answered" will be sent, post-paid, upon the receipt of $1.50 by E. G. Swift, P. O. Box 484, Detroit, Mich.

DE RITER: "O! yes, I contributed a sonnet to the 'Result Magazine' not long ago."

Ascum: "You don't say. When did it appear?"

De Riter: "In my mail the next morning."—*Philadelphia Press*

WISE GUY: "Ever see a close race?"

Otter Nut: "Sure. I spent three months in Scotland."—*Cleveland Leader.*

THE tens of thousands of dollars spent annually by the Coca-Cola Co., of Atlanta, Ga., are spent to help sell the consumer his first glass.

The succeeding glasses are bought because the drink has a distinctive, inimitable taste, because it really quenches thirst, and because it is refreshing.

Are you doing your part to cash in on Coca-Cola advertising by serving the genuine and serving it ice-cold in sparkling glasses?

Every jobber sells Coca-Cola.

"Do you know your way around Europe?"

"Yes; you can go by way of Spitzbergen to the north, or through the Mediterranean to the south. I don't blame you for wanting to go around."—*Kansas City Journal.*

DON'T forget that Eckman's Alterative is now obtainable in two sizes. The regular $2.00 package costs $16.00 a dozen, and the small size, retailing for $1.00, costs $8.00 a dozen

---

"Did you hear about the defacement of Skinner's tombstone?"

"No. What was it?"

"Some one added the word 'friends' to the epitaph."

"What was the epitaph?"

"He did his best."—*The Review.*

Kwik-lite
THE QUALITY FLASHLIGHT
DESIGNED WITH SKILL
BUILT BY EXPERTS
It is the line with character—just what you need to build up your business.
Kwik-lite products are distinct in design and finish, with many new and improved features.
Skilled workmen make all Kwik-lites in our own factory. Every Lamp is a Mazda of great strength and brilliancy. Every Case, every Battery, bears the quality
trade mark KwiKlite and carries
the guarantee of a responsible concern, hence, thorough satisfaction to your customers and increased business for you.
Our prices are right. Your profit liberal.
It will pay you to send for our thirty-two page catalog describing sixty-five different styles and finishes of Cases, together with a complete line of Batteries and Flashlight Lamps.
The Usona Manufacturing Co., Inc.
One Hudson Street New York City
315 S. St. Clair Street Toledo, Ohio

A "RENEWAL" ORDER SIDE-LINE.—Practically every man, woman and child that enters a retail drug store actually needs a flashlight. Every doctor and every nurse has use for one about the sickroom for examination, as of the throat and mouth, when no other light will do. The use of a flashlight also relieves the necessity of turning on a lot of light and disturbing the patient.

Watchmen, plumbers, meter inspectors, autoists, yachtsmen, vacationists, farmers, surburbanites, all need flashlights just as much as those who stay at home and use their flashlights for going up and down stairs at night, and into the attic, cellar or dark corners

The wide variety of the Eveready line makes it a big seller. The American Ever Ready Works manufactures some seventy-five different styles and sizes. The company gets out a catalogue showing its complete line, which it will gladly send you. The address is Long Island City, N. Y.

The big national advertising campaign which this company is running in the Saturday Evening Post and fifty-three other magazines, including those which reach doctors and nurses who are, of course, large users, is just about doubling the Eveready business this year. It is not only educating a big, new field of people who had never before heard of flashlights, but is bringing back into service a vast number of flashlights which for one reason or another have been forgotten by their users.

The "renewal" sales of Eveready Tungsten batteries and Eveready Mazda lamps is the big thing for the retailer who sells the Eveready line. After a user learns the almost invaluable necessity of his pocket flashlight he is likley to find use for two or three more flashlights for his home, his motor car, yacht, camp and—like the camera and film, the safety razor and blade, the talking machine and record business—the retailer builds up a big business on renewals in Eveready Tungsten batteries and Eveready Mazda bulbs.

STILL SHE LOVES HIM.

Mrs. Newly-Wed
Shook her dainty head
And gave a sigh,
With downcast eye
"My hubby drinks, oh yes!" she said:
"And gambles, too, oh, me! oh my!
He even robbed a widow once,
And stole a girl
Whose saucy curl
Had caught his fancy in its whirl.
He stopped a mail train on its way;
He—killed a man—the other day!
But still I love him—for you know
He is a villain in the movie show!"

—B. R. STEVENS, in *Photoplay Magazine*.

IF you will buy one dozen ½-ounce jars of Sal-Xzema for $1.75 you will get ½-dozen jars free. You sell the eighteen jars for $4.50.

Isn't that a more-than-satisfactory profit?

Sal-Xzema is recommended for skin diseases—eczema, acne, tetter, salt rheum, barber's itch, chaps, etc.

This special introductory offer is limited—so to make sure of it send $1.75 right now to H. E. Plunkett Co., 313 E. Foster Street, Melrose, Mass.

Nearly Every

DRUGGIST

has

LOST

A large portion of his Olive Oil trade.

This is to show him how to get it back, if he is the lucky one to secure the agency in his locality for

McIlvaine's Finest Cream Lucca Olive Oil

For thirty-five years we have been importing from the famous Lucca district the highest grade Olive Oil that comes to this market. It is imported in glass and tin *only*.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL is well known and appreciated by connoisseurs.

We want to extend its sale. We have an interesting *exclusive agency* proposition backed by high-class advertising.

For particulars, fill out coupon below, attach to your letter-head and mail to us.

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME

STREET

CITY STATE

B3

MERCHANT (to applicant for job): "Sorry, but I only employ married men."

Applicant: "Do you happen to have a daughter, sir?"—*Boston Transcript.*

A ROLL LABEL CABINET FREE.—The device shown here is one of the most unique and useful little contrivances that has ever come to our attention. It is a neat metal cabinet holding a roll of gummed addressing labels for use on packages sent from your store.

The advantages of gummed labels over tags or any other means of addressing are obvious. Gummed labels not only save time but also make the neatest

looking packages and brand the store as an up-to-date establishment.

The cabinet shown here was devised by the McCourt Label Cabinet Company, 24 Bennett Street, Bradford, Pa. This firm is well known to BULLETIN readers as the manufacturers of the McCourt Label Cabinet for druggists. The new cabinet is given free with the first order for labels.

If you are using flat or ungummed labels, this new device will enable you to test the advantages of gummed labels in roll form, after which you are quite certain to install the entire McCourt Label System in your prescription department. Write to the manufacturers for full particulars.

THE physics instructor in a Texas high school was teaching a German girl whose vocabulary was not very extensive.

"What is a vacuum?" he asked.

"I have it in my head, but I can't express it," was the reply.—*Woman's Home Companion.*

WINDOW DISPLAYS that get away from the ordinary shows so frequently met with, that create a sharp impression upon the people in the street, are illustrated in the book "Window Displays For Druggists," published by E. G. Swift, P. O. Box 484, Detroit, Mich.

Displays to the number of 110 are shown in the book, and complete descriptions of them given. The trims illustrated are all practical. They have been tried out by successful druggists in all parts of the country.

One dollar will bring the book to you, post-paid.

WAYWARD SIGNS.—In Davenport, Iowa: "We've given a service to our patrons that compels them to think of Crooks when there's any laundry work to be done." On a parsonage door in Trinidad, Colo.: "The last man who tried to work me is in jail." On a tombstone in Batavia: "If we must part let us go together." On State Street, Chicago: "Open all night. Latest moving pictures." In a Morton Park dance-hall: "Use check-room. Absolutely no clothes allowed in this room." On Franklin Street: "Reign Umbrella Co." In the Spencer Hotel, Marion, Ind.: "Discourteous treatment, by the waiters, if reported to the proprietor, will be greatly appreciated."—*Chicago Tribune.*

PERSPIRING FEET, caused by the heat of midsummer, are uncomfortable, malodorous, and a source of trouble to the unfortunate possessor of them.

Perfection Arch Cushions prevent perspiration; they actually ventilate the interior of the shoe and dispel the moisture. They contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by furnishing easy support.

Perfection cushions make an easy-to-sell summer side-line because of their great advantages over other supports and because they retail at the popular price of 50 cents a pair.

For further particulars and prices to the trade drop a card, mentioning the BULLETIN OF PHARMACY, to the Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass.

BEDELIA: "Phat are yez doin' takin' the lock off the cupboard dure, Pat. Are yez chrazy?"

Pat: "No, darlint; the dochtor told me to-day that I must quit boltin' me food and I'm goin' to obey instructions."—*New York Sun.*

ENERGY is wasted if you are tied up to an intricate system of bookkeeping.

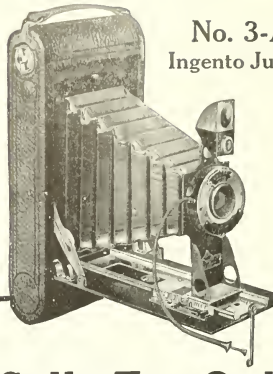
But you can be emancipated. For $18.75 you can obtain a combined ledger-duplicating statement system that is a practical, time-saving method of keeping books. By the use of the system you can render a customer an itemized statement of his account instantly. You can carry not only your sales accounts but also your general and purchase accounts under the same cover.

Ask the Richmond & Backus Company, Detroit, Michigan, for catalogue K, together with explanation and forms of this store-accounting short cut.

"MY husband," remarked a Philadelphia matron to a group of friends, "was a confirmed smoker with a tobacco heart when I married him a year ago, but to-day he never touches the weed."

"Good," said one of the group. "To break off a lifetime habit requires a strong will."

"Well, that's what I've got," said the wife.—*Christian Register.*



No. 3-A
Ingento Junior

Sells For Only
$10.00

Takes Pictures Post Card Size
"The Most Remarkable Camera Value in America"

FULL rounded ends, vertical opening front, flex shutter. In appearance, material and construction this remarkable camera is the equal of cameras costing much more. It sells over your counter for $10.00. You will be enthusiastic about this camera value as soon as you see it, but it is only one of the remarkable values that bear the name

Ingento
Junior Cameras

These new cameras come in four standard sizes and are priced from $6 to $12, depending upon the size and lens equipment. They mark a new advance in the art of camera building. High grade cameras are now offered at rock-bottom prices—within the reach of all. it means a boom in your photographic department.

Send the Coupon

Send the coupon today for full particulars about Ingento Junior Cameras and how you can increase the profits of your photographic department. In addition to cameras, we manufacture Rexo, the new guaranteed developing paper and a complete assortment of photographic specialties. Write for our proposition today.

Burke & James Inc
240-258 E. Ontario St.
Dept. A705
Chicago, Ill.

Burke & James Inc
240-258 E. Ontario St.
Dept. A705
Chicago Illinois

Gentlemen:—Please send me full particulars about the new Ingento Junior Cameras. It is distinctly understood that I am under no obligations

Name.....

Address.....

Art

Every competent art critic concedes that the Panama Pacific International Exposition at San Francisco has

Greatest Art Exhibits
Most Artistic Buildings
Most Beautiful Location

of any World's Fair yet held.

Read about Art at the P. P. I. E. in

The Stirring Rod

the magazine published by the Retail Druggists' Association of San Francisco. Exposition City druggists have established headquarters for visiting druggists in the Claus Spreckles Building, at 3rd and Market Sts.—right in the heart of the business section—and the association's magazine will keep you posted on all that is being done to give you a royal Western welcome to San Francisco and the P. P. I. E.

The STIRRING ROD sent prepaid to any address in the United States for six months for 50 cents and also special Exposition numbers of SUNSET MAGAZINE free of charge. The Retail Druggists' Association has the names of all subscribers placed on the mail list of the San Francisco Chamber of Commerce and the San Francisco Tourists' Association. These associations are issuing a number of beautifully illustrated booklets about San Francisco, California, and the Exposition.

Send the 50 cents in stamps to the Retail Druggists' Association, 296 Second Street, San Francisco, California.

QUARTERLY MEETING OF THE AMERICAN DRUGGISTS' FIRE INSURANCE COMPANY.—The Executive Committee of the A. D. F. I. Co. met on May 8. At this meeting the committee completed preliminary arrangements to enter five additional States for business, thus increasing the total number of States in which the company will be admitted to thirty-six. Many other matters of importance were considered by the committee.

During the first three months of the year the company wrote insurance amounting to $4,380,428, showing an increase over the corresponding period of last year of $545,494.

March 31 the company had in force insurance amounting to $14,977,933, of which there was reinsured $1,871,117. On the same date the company had 8389 policyholders.

Business reinsured during the first quarter was at a premium of $6603.91. The total fire losses incurred during this period amounted to $18,327.40. The total expenses for conducting business during the first quarter amounted to $12,862.02.

During the first three months of the year the company saved its policyholders in their premium outlay $15,304, and thus the savings for the year to the retail drug trade of the country may be fairly estimated to run in excess of $60,000.

YANKEE: "If some one were so ill-advised as to call you a liar, colonel, in what light would you regard the act?"

Kentucky Colonel: "I would regard it simply as a form of suicide, sah."—*Dallas News.*

MONEY INVESTED in lithographed cans pays big dividends. The cans act as selling factors by arousing the interest and holding the attention of the customer, by promoting sales, and by discouraging substitution.

Ask the National Can Company, Detroit, Mich., how lithographed cans will move *your* product.

"MOTHER, am I really the image of you, or was that lady that called on you just tryin' to hurt my feelings?" —*Life.*

FOND MOTHER: "Improvise? Why, my daughter can improvise any piece of music you put before her!" —*Judge.*

A PROFITABLE source of business that is sometimes overlooked by the busy druggist is the selling of dog remedies.

You can get in on the ground floor in this business if you handle Glover's Imperial Mange Remedy and recommend it as a hair grower and dandruff remover. Display cards and advertising matter bearing your imprint, furnished free of charge by the manufacturers, make it easy for you to start.

Ask H. Clay Glover, V.S., 118 West 31st Street, New York City, to tell you how.

"I GIVE my wife half of my salary every week to spend on the housekeeping and herself."

"And what do you do with the other half of your salary?"

"Oh, my wife borrows that."—*Houston Post.*

VALUABLE GIFTS FOR FRIENDLY COÖPERATION.—The Auto Strop Safety Razor Company has devised a striking plan to stimulate retail sales that is of vital importance to every retail dealer and his clerks.

Without cost to the dealer, the plan enables him to increase his sales of Auto Strop Razors and to receive full price for every one sold.

The dealer or clerk when he sells an Auto Strop takes the name of the purchaser and the number of the particular razor. This information is placed on a postal card (furnished by the company, or obtainable free of charge from any jobber) and the card sent to the office of the Auto Strop Company. No other correspondence or red tape is necessary; the record of the sale is kept on file at the company's office. When the next sale made is reported in a similar manner it is likewise recorded carefully on the clerk's individual card.

Whenever the clerk wishes he may send to the company requesting the gift he desires. The gifts sent in return for the vouchers are graduated in value according to the number of sales reported. A gift can be obtained by the sale of one razor set, or the card reports may be allowed to accumulate until there are enough of them on file to cover the quantity indicated by some other desired article. For instance, a handsome seal-grain card-case or an artistic French ivory tie rack may be obtained for the return of but one credit voucher. Three vouchers entitle the holder to a collar box made from an excellent quality of leather, while for larger numbers of vouchers such articles as high-grade writing-cases, game sets, folding picnic sets, or serviceable traveling bags may be obtained.

The Auto Strop plan is not a profit-sharing one; it is not a cheap premium proposition; it does not involve the tiresome task of hoarding certificates or accumulating coupons. It is a simple method whereby the salesman reaps benefit from every single Auto Strop set sold, and he may choose his gift whenever he pleases.

If you want to increase your sales of this widely advertised and favorably known Auto Strop Razor and to secure, at the same time, valuable gifts for yourself and your clerks, write the company to-day. You will receive by return mail full particulars of the plan and an illustrated booklet showing the many valuable and easy-to-obtain gifts.

Address the Auto Strop Safety Razor Company, 345 Fifth Avenue, New York City.

LITTLE ROBERT: "Ma, was Robinson Crusoe an acrobat?"

Mother: "I don't know. Why?"

Little Robert: "Well, here it reads that after he had finished his day's work he sat down on his chest."—*Judge.*

Do YOU Want More Business?

Of course you do! And you want to get it in the EASIEST, QUICKEST and MOST ECONOMICAL way. This being so, isn't it worth your while to investigate a method which has permanently increased the business of thousands of druggists during the past sixteen years? Write to-day for particulars about the

MONARCH

STORE PAPER

a lively and interesting sheet which we print for you under your own name and which contains no advertisements but your own. These are changed each issue at your direction.

We can prove to your satisfaction that THE MONARCH STORE PAPER is by far the BEST form of advertising for the retail druggist. It is certainly to your interest to investigate.

Send for our literature and sample copies of the paper.

Chittenden & Frew Co.

226 South Canal Street, CHICAGO, ILL.

Order Now
For Extra Profits

Besides the big discount from standard prices you get on Tampa-Cuba Cigars you will get some extra profits during June as explained below.

Make up an order now—we are making in our new factory cigars of every shape, size and price—all clear Havana. The cigars are "there" in quality, and grade for grade you make considerably more profit on Tampa-Cubas.

We are sending out special window display material for our National Window Display week—June 14th to 19th. We have a plan that will pull the men inside. Write for it and send your order.

TAMPA-CUBA CIGAR CO.

Box 938 Tampa, Florida

DIRECTED BY THESE WELL KNOWN DRUGGISTS:

H. B. GUILFORD, Prest., Rochester, N. Y.
J. T. TREASURE, V. P., Salt Lake City, Utah.
E. BERGER, Secretary-Gen. Mgr., Tampa, Fla.
W. BODEMANN, V. P., Chicago, Ill.
CHAS. H. HUHN, Chairman Executive Committee.

PHIL FORBRICH, Chicago Representative,
559 W. 31st St. Phone Yards 1271.

AT an "information test" in a Baltimore high school a few days ago some of the answers were these:

"Watchful Waiting is a Christian hymn."

"The Bear Who Walks Like a Man is an orang-utan."

"Busy Bertha is a prehistoric animal shown in moving pictures."

"Tommy Atkins is a famous baseball pitcher."

"Sir Isaac Newton invented moving pictures."

"Maid of Orleans is a kind of molasses-candy."

"Lord Kitchener is some kind of an Englishman."—*Kansas City Star.*

PRICES LOWER THAN BEFORE THE WAR.—Notwithstanding greatly augmented freight rates, the war risk and many other increases in the cost of importing, the prices for the celebrated Prat-Dumas Filtering Paper are lower than before the war.

This brand of filtering paper has been on the market for over 50 years, and the great care with which it has always been manufactured, coupled with certain special processes of manufacture known only to the makers has justly entitled the product to the indorsement of the drug trade of the country.

One of the contributing factors to the success of this brand of paper, is the water which is used in its manufacture. This water springs from natural sources at the very door of the Prat-Dumas plant in Couze St. Front, Dordogne, France. The water there has certain properties which cannot be found in the waters of any other section of the world and the use of it permits the manufacture of a very high grade of filtering paper.

Quality and uniformity have been the watchwords of this French concern which have helped greatly to place the company on a pinnacle in its own special line. Of course, like most other successful brands of anything, there are numerous imitations of it abroad. The agents, Messrs. E. Fougera & Co., Inc., New York, lay particular stress upon the necessity for insisting upon the genuine article. This can be distinguished readily as it bears the little blue label with the legend "Original Genuine—Imported by sole agents, E. Fougera & Co., Inc."

MOVIE OPERATOR: "What shall I do with this film? There is a tear in it that cuts right through the hero's nose!"

Clever Manager: "Ha! just the thing! Bill it as a feature in two parts."—*Sun Dial.*

SUGGEST a bottle of Alkalol to vacationists when they are purchasing outing supplies. They will appreciate your thoughtfulness.

In 8-ounce bottles it costs you $4.00 a dozen; in 16-ounce bottles, $6.75 for the dozen. Jobbers sell it.

"I WISH I knew how to get rid of trouble."

"I'll help you out. I know a fellow who's always looking for it."—*Judge.*

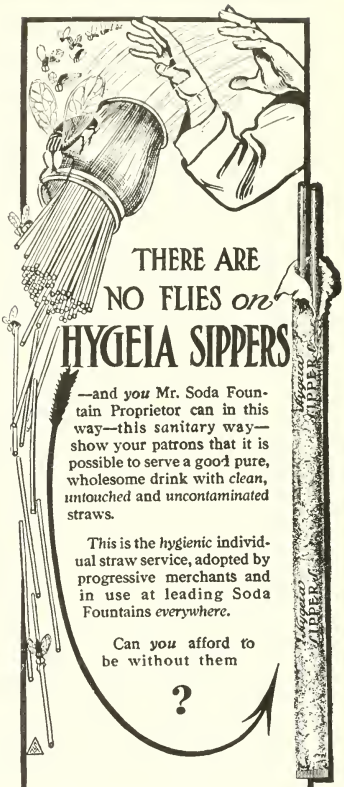
THE DEALER PLUS THE MANUFACTURER.—"In my travels," says F. K. Townsend of the Seneca Camera Mfg. Company, Rochester, N. Y., "I have called on retailers in every line to learn their attitude toward the manufacturer and trade-marked goods. I have discovered a diversity of views and opinions, but one idea seems to be as prevalent as measles. This is, that if a retailer pushes and builds up a business on advertised, trade-marked products, he is liable to lose the agency; consequently it is better for him to push and sell goods under his own label.

"I will not enter into a discussion of the value of advertised brands to any store on account of the greater ease in making the sale, etc. That has been warmed over and rehashed as often as Christmas turkey, but I do want to say a word about the bugaboo of losing the agency.

F. K. Townsend.

"Every manufacturer spends large sums to get dealers to handle his line. The cost of the initial sale is invariably more than the profit on the order. It's the reorders from the dealers that make money for the manufacturer, and you can take it from me that no manufacturer ever takes the agency for his goods away from the retailer who is pushing them. Business is business, and the progressive dealer is the manufacturer's one best bet.

"The harder a retailer pushes a line the more firmly will the manufacturer stand back of him. That is the sentiment of this company. We are ready to go into the trenches to fight with and for the man who handles Seneca Cameras. We need you on the firing line and you need us as a base of supplies. We must work together to win the day, and by fighting it out along this line I hope to realize my ambition to make Seneca dealers and the Seneca Manufacturing Company the strongest coöperative merchandising force in the country."


THERE ARE
NO FLIES on
HYGEIA SIPPERS
—and you Mr. Soda Fountain Proprietor can in this way—this sanitary way—show your patrons that it is possible to serve a good pure, wholesome drink with clean, untouched and uncontaminated straws.
This is the hygienic individual straw service, adopted by progressive merchants and in use at leading Soda Fountains everywhere.
Can you afford to be without them
?
Hygeia SIPPER

NATURAL or ARTIFICIAL STRAWS

two in a sealed paper tube

YOUR NAME ON THE CONTAINERS A SPECIAL FEATURE

At your Jobber or write direct to

THE HYGEIA ANTISEPTIC TOOTHPICK CO.
53 Seventh Ave., New York

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles J. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞ *Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

VOICE: "Is this the Weather Bureau? How about a shower to-night?"

Prophet: "Don't ask me. If you need one, take it."—*Chaparral.*

PHILADELPHIA is to teach geography by moving pictures. That is about the only way to keep up with European geography.—*Indianapolis News.*

INDIVIDUAL SERVICE FOR ADVERTISING COPY.—Successfully running a drug store is one thing, but writing effective advertisements for it is quite another proposition.

If you want your advertising copy written especially for you it will pay you to turn to the announcement of the Seagers Advertising Company, 1367 Broadway, New York, which appears on another page of this issue.

This company offers a genuinely new and broad service by which it agrees to write ads. for your personal use and to supply the right kind of cuts to illustrate the items advertised. The use of the service thus covers the two very troublesome advertising problems confronting the drug-store man who wants to put his business to the front.

All that the druggist has to do is to send his data to the company, and from it the Seagers experts will prepare ads. written especially for the druggist's own store. The cuts supplied are unusually attractive, being furnished by high-class artists, whose price for each illustration runs into good figures.

Composing the organization of the Seagers Advertising Company are people who have specialized in drug-store advertising, a fact that an examination of any single piece of their work will soon demonstrate.

"THEY do things differently in Mexico."

"How's that?"

"The Presidents do most of their running after they're elected."—*Judge.*

HIGHBROW GUEST (on porch of southern hotel in evening): "Yonder is Saturn."

Lowbrow Guest: "Point it out to me. Not that I care a rap, only just so I can tell the fellows back North that I saw it."—*Puck.*

THERE are sales' possibilities for you if you have on hand the literature and catalogues describing the "Walkeasy" artificial leg.

Ask the George R. Fuller Co., 99 N. Clinton Avenue, Rochester, New, York, for its special proposition to druggists.

DOCTOR: "You must go away for a long rest."

Overworked Merchant: "But, doctor, I'm too busy to go away."

Doctor: "Well, then, you must stop advertising."—*St Louis Times.*

"Helping a child with his lessons used to mean that you wrote a composition or did a few sums."

"Well?"

"Now you may have to model something in clay or even go out and capture a live snake."—*Pittsburgh Post*

Actual extract from a sailor's letter to his wife:

"Dear Jane,—I am sending you a postal order for 10s, which I hope you may get—but you may not—as this letter has to pass the Censor."—*Punch.*

The unholy odor of iodoform remaining in utensils which have contained the substance—do you know a quick and easy way for removing it?

Idea number 89 in the book "350 Dollar Ideas for Druggists" tells you how. The other 349 ideas are equally valuable. The subjects covered in the volume include dispensing, manufacturing, advertising, bookkeeping, window display and business-bringing methods that have been tried out and found successful by practical druggists.

You can get the 350 helps, for which one dollar each was paid, by sending to E. G. Swift, P O Box 484, Detroit, Mich., and enclosing $1.00.

"It is quite clear that Mrs. Peck is the ruling power in that household."

"Yes, indeed. Poor Peck isn't even recognized as a belligerent."—*Boston Transcript.*

Boss: "No; we have all the men we need."

Laborer: "Seems like you could take one more, the little bit of work I'd do."—*Judge.*

An inquiry written on your business letterhead and mentioning the Bulletin, if addressed to the M. P. Gould Co., 120 West 32d Street, New York City, will bring to you complete details of the company's new and economical advertising and cut service.

The service represents an invention that has cost thousands of dollars to produce and taken years of time to work out. It presents in compact, easy-to-get-at form everything that is needed to effectually and cheaply secure publicity for the drug store. In addition to all sorts of advertising helps, there are also included sales ideas, business-building plans and the like.

The cost of the service is low and the results obtained from its use pay the cost many times over. You can't afford to pass it up without investigating. Right now is the time to start your inquiry on its way.

Luncher: "Is this meant to be shortcake?"

Waitress: "Yes, sir."

Luncher (sarcastically): "Then for heaven's sake take it away and berry it."—*Boston Transcript.*

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.	$ 6 75
1000 No. 1½'s Apiol and Ergotin	8 25
1000 No. 36's Methylene Blue	6 00
1000 No. 42's Salol Compound	7 50
1000 No. 43's Salol and Santal	12 00
1000 No. 45's Santalwood E. I. 10 min.	12 00
1 gross Ricinol-Grape (6 capsules to a box) (You make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box) (These two Nationally advertised)	2 00
Ricinol-Grape Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules	60c net

Less 5% for payment within 5 days after you receive the products and are satisfied that they are as fine as we claim them to be.

Or 10% discount if check accompanies the order.

Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK

For prompt service correspond direct with Laboratory at Allentown, Pa.

Soft Ice Cream is a Big Loss

When cream becomes soft it loses half its volume. You lose half your profit and much of your trade. That is why an inferior ice cream cabinet is a very expensive thing.

C. NELSON

PATENT

ICE CREAM CABINETS

not only keep cream uniformly hard but save 65 per cent in ice, salt and labor over any other cabinet made. They require packing with ice but once in twenty-four hours.

NELSON PATENT CABINETS are constructed entirely of wood, everlasting California Red Wood being used for the outer case and cedar for the circular independent compartments.

The compartments are separated from the outer walls and from each other by GRANULATED CORK (the best non-conductor of heat and cold known). Drain pipes are of heavy brass secured by brass locknuts.

A NELSON CABINET will outlast five steel cabinets barring none. Ice cream men know what salt does to steel. NELSON CABINETS sold in the Spring of 1899 are yet in use.

IRON-CLAD GUARANTEE.

Any NELSON CABINET which does not prove to be all we claim for it, after using it for thirty days, return at our expense for freight both ways, and we will refund the purchase price in full.

SEND FOR CATALOGUE.

C. NELSON MFG. CO.,

2307 DIVISION STREET,

ST. LOUIS, MO.

THE 1915 PHARMACEUTICAL CONVENTIONS IN CALIFORNIA.—Two big conventions of interest to pharmacists will be held at San Francisco during the month of August. The American Pharmaceutical Association meets from August 9 to 14 immediately following the annual convention of the California Pharmaceutical Association which is to be held on August 6 and 7.

Meetings will be held in the Auditorium, a $2,000,000 building owned by San Francisco, and especially built to accommodate the 800 conventions and congresses that are scheduled to take place in San Francisco during 1915.

The meeting of the A. Ph. A promises to be an important gathering, affairs of national interest will be considered, and many of the best known pharmacists of the United States have already signified their intention to be present

The entertainment which will be plentifully provided for those attending the conventions, together with the attractions offered by the Panama Pacific International Convention, should be incentives enough to persuade many pharmacists to spend a few weeks in the "land of sunshine."

Organized for the purpose of entertaining the druggists of the world during 1915, the Allied Drug Interests of California will maintain headquarters for visiting druggists in the Claus Spreckles Building, Third and Market Streets, San Francisco.

Hotel rates in San Francisco are very reasonable and railroad rates have been reduced to one fare for the round trip

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"I HEARD there was a private still near your place." "That's all moonshine."—*Erie Review.*

EVER try to pour castor oil from a large, unwieldy can into a two-ounce, narrow-mouth bottle?

An easier, more efficient way to do it is by the use of a Phenix Dispensing Tank. Phenix tanks dispense heavy oils, glycerin, etc., in a cleanly and convenient manner. Bottles are filled directly from a pump spout and all drip returns to the tank. No dirt can enter the tanks and they are easily filled or cleaned.

The Whitall Tatum Co., New York, Philadelphia, Boston and San Francisco, furnishes Phenix tanks of two gallon capacity for the net price of $1.80 each. The tanks can be obtained unlettered or lettered either Oleum Olivæ, Oleum Ricini, Glycerinum or Turpentine

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HE. "Are you a vegetarian?"

SHE. "Oh, no; I love good beef."

HE. "Ah! I wish I were a beef!"

SHE. "Well, I like veal, also."—*United Presbyterian*

MR. MICROBE. "Horrible catastrophe! Ten million lives lost!"

MRS. : "Good gracious, Mike! What happened?"

"The First National Bank, without a word of warning, sterilized a dollar bill."—*Independent.*

An architect remarked to a lady that he had been to see the great nave in the new church. The lady replied, "Don't mention names; I know the man to whom you refer!"—*Sacred Heart Review*

Bishop (kindly): "And all these lovely young ladies whom I have just met in the guild-room have some common bond?"

Curate (modestly): "Yes. They all hope to marry me."—*Judge.*

When you install in your soda department the Vortex sanitary service for hot and cold drinks you identify your store as one where all precautions are taken to safeguard the best interests of your patrons. All danger from unhygienic containers is done away with and there is no chance for chipped glasses to be a source of annoyance and perhaps injury.

But you do more than that. You eliminate:

1. The loss in breakage of glassware.
2. The use of hot water.
3. The expense of washing dishes.
4. 25 per cent in the labor of serving.

Vortex paper cups for dispensing sodas and sundaes are made in regulation sizes for use in Vortex metal holders only. The cups are sealed without glue and are paraffined on the outside only, thus rendering them absolutely odorless and sanitary in every particular.

If your jobber can't supply you, write the Vortex Mfg. Co., Chicago.

He: "How old are you?"

She: "I've just turned twenty-three."

He: "Oh, I see—thirty-two."—*Boston Transcript.*

Two very cadaverous-looking tramps looked in at the window of a railway station where a telegraph operator sat at his key.

"Say, pardner," one of them said in a very husky voice, "report a couple o' empties goin' east."—*Harper's Weekly.*

Having Diamond Dye customers is like having money in the bank. They are a source of steady income, for from the sales to households in which the dyes have once been used, "repeat" sales build up a revenue producing business.

The Wells & Richardson Company, Burlington, Vermont, will tell you how to get Diamond Dye business coming your way.

Wife: I've noticed an odd thing, John. When you go to light the gas in the next room you invariably take two matches.

Hub: Yes, my dear; I long ago discovered that if you carry one match it will go out, while if you carry two it won't.—*Boston Transcript.*

4c PROFIT ON EACH GLASS

One gallon "Cherryallen" mixed with one gallon simple syrup makes 256 ounces. The "Cherryallen" Dispenser uses exactly an ounce to one "Cherryallen" glass (Glasses furnished free with Special Offers).

At 5c a glass, that's $12.80. Your cost is $1.80 for the "Cherryallen," $1.50 for simple syrup and carbonated water. Your profit is $10.50. That's 4-1/10 cents per glass.

The Figures prove that "Cherryallen" is the fountain man's best bet.

Prove the Profit for Yourself!

The dispenser makes it sure, measures automatically, exactly, 1 ounce to a glass. Saves time. Looks fine on your counter. Makes sales. Takes very little room—base only 10 inches square.

Get details of Special Offers of dispenser with 10 gals. "Cherryallen." Not room to give these offers here. But they're worth spending a postal card or stamp for.

For the man who wants to try out the fountain game, the Fountain Dispenser shown below is the very thing. Puts you in business for $55.00. Serves any drink. Makes fine or coarse stream carbonated water, or serves Cherryallen ready mixed. Special offer No. 3 includes this Dispenser, a dozen glasses, 10 gallons syrup, and makes you a net profit of $68.00 besides the Dispenser and glasses. Write for life-size pictures of these Dispensers.

You know Cherryallen is *good*—get a dispenser and *make the most of a good thing.*

Some Punch!

Have you made some of the new Cherryallen Fruit Punch? It has the "taste like more," good looks, good profits. Here's the simple recipe: one gallon Cherryallen syrup, one gallon simple syrup, juice of six oranges and a dozen lemons (or more according to taste), and eight gallons water. Then ice.

If you're one of the few not using it, try it—just try it—we'll leave the rest to CHERRYALLEN. Let's pull together for a bigger fountain year.

Yours for bigger business.

THE ALLEN RED TAME CHERRY COMPANY,

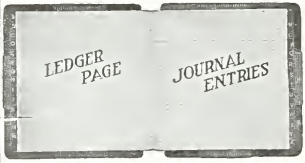
106 Secood National Bank Bldg.,

TOLEDO, OHIO.

Combined Ledger-

DUPLICATING

Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

ADVERTISING CLUBS TO MEET IN CHICAGO.—Chicago will be the scene of the eleventh annual convention of the Associated Advertising Clubs of the World which meet June 20 to 24. This great gathering of the dynamos of the business world to discuss common problems and to advance the banner of truth in advertising promises to hold a unique place in the events of the year.

President Wilson, war conditions permitting, will head the list of speakers. Hon. William Jennings Bryan; John H. Fahey, president of the Chamber of Commerce of the United States; Henry Watterson; George Horace Lorimer, editor of the *Saturday Evening Post*, and Arthur Brisbane are among others of national prominence who are to address the sessions. On the Sunday preceding the formal opening of the convention, fifty business men of country-wide reputation will deliver lay sermons in Chicago churches.

New features include a conference of the teachers of advertising and another of the secretaries of advertising clubs. Departmental meetings of men in the several fields of work give opportunity for a discussion of the problems of various phases of advertising, an arrangement which reflects the new freedom in business.

Amusements include a list of social functions for the ladies, a Gridiron Show to be staged by one hundred and fifty Chicago men, and lake and automobile trips. At present, a whirlwind campaign is being waged by advertising clubs in an effort to mobilize in Chicago at full war strength.

THE VICTIM: "Ptomaine poisoning, eh? Well, I surely was a blamed fool to eat the stuff."

The Doctor: "But, my dear sir, you can't establish yourself as a recognized epicure without a touch of ptomaine now and then."—*Cleveland Plain Dealer.*

HIGGINS' INKS and adhesives withstand the hot days of summer. They remain sweet and clean at all times.

Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y., will supply you with prices, discounts and printed matter upon application. Ask for them.

"Now this is a secret and you mustn't tell anybody."

Rest assured that I won't tell that secret to anybody, dear. I have no desire to figure as a female Rip Van Winkle. That secret is at least three weeks old."—*Louisville Courier-Journal.*

"WHY does the Senator keep talking in that rambling way? I don't know what he's aiming at; do you?"

"Sure I do. He's filibustering to keep his daughter from singing."—*Puck.*

WEALTHY BENEFACTRESS (stopping in at the hospital): "Well, we'll bring the car to-morrow, and take some of your patients for a drive. And, by the way, nurse, you might pick out some with bandages that show—the last party might not have been wounded at all, as far as anybody in the streets could see."—*Punch.*

"Can you quote an authoritative opinion on the playing of Hans von Bühlow?"

"Man wants but little Herr Bühlow."

Nor wants that little long.—*Jack o' Lantern.*

"How dreadfully stout the General is getting."

"Yes; isn't it fortunate? Otherwise he wouldn't be able to wear all his medals."—*The Tatler.*

ADVERTISING SANITARY FOUNTAIN SERVICE.—The very cleverly arranged window display shown in the accompanying illustration was used recently by the Gray Drug Co., Forty-third Street and Broadway, New York City, to demonstrate the sanitary fountain service offered by the store.

The background of the window is made evidently from a white cloth over which artificial grapevines are arranged most artistically.

Scattered over the bottom of the window and also on pedestals throughout it are quantities of natural fruits, giving a most pleasing color effect. Grape juice

and other bottled beverages are likewise displayed in prominent positions. Well executed placards call attention to the sanitary improvements featured at the fountain.

Arranged on the pedestals in different parts of the window are a number of glasses of Hygeia Sippers. These sanitary drinking tubes enclosed in dust- and contamination-proof envelopes, are furnished with every drink served at the fountain, and go a long way in helping to impress upon the public the sanitary advantages of the store service.

COLLECTOR: "Can you help me out?"

Man at the desk (to porter): "Rastus, help this man out, but don't be too rough with him."—*Washington Star.*

SERGEANT: "'Ey, there! Where are you going?"

The Absent-minded Beggar (who climbed out of the trench): "'Oly Jiminy! When that bloomin' shell whistled over'ead Hi thought it was twelve o'clock!"—*University of Nebraska Awgwan.*

WHY NOT HAVE AN ADVERTISING MAN OF YOUR OWN?

Why buy ready-made advertising written to try and suit every case, but suits few? Get your advertising specially written for you, for your store and for the goods you particularly want to push.

A New Special and Individual Service for Retail Druggists

is here offered you consisting of Advertisements written specially for you covering any subject, article or preparation, together with a cut to illustrate, and furnished to you exclusively in your locality. Complete all ready to send to your printer.

This New Service is the strongest and most artistic business-getting service we have yet offered the Retail Drug Trade. It compels attention wherever your advertisements are run, in newspapers, magazines, booklets, or circulars, making them stand right out from among all others. It is the modern means of getting attention and selling goods, and is up to date and equal to any used by any of the big advertisers. It makes good at every appearance for advertisement and cut is prepared specially for you as wanted. It is the nearest you can get to having an advertisement writer and illustrating artist in your store; is really better, for here you get the benefit of our years of experience in preparing advertising specially for the drug trade. Don't buy ready-made advertising and try to make it fit your store. Have your advertising prepared specially to fit your needs.

SEAGERS SILENT SALESMEN SHOW CARD SERVICE.

The real solution of the often-asked question—How can I sell more goods to my customers? These silent salesmen cards sell goods every hour of the day that people can get into your store and are the strongest business building help you can get. This service consists of a beautiful set of five Solid Brass (or nickel if you prefer) Show Card Fixtures and forty Show Cards every month. It completely covers every selling need in every drug store. Costs you less than 10c per day.

SEAGERS ILLUSTRATING SERVICE.

For Druggists who wish to illustrate their advertising with real illustrations of the goods they have to sell. Different from anything ever offered before. Makes your advertisements stand right out because it shows your goods as they really are in your store. Only one druggist in a locality gets it. Costs you only $2.00 a month.

SEAGERS ADVERTISING SCHEDULE.

A Personal Advertising Helper. Helps you plan and build in every way. Reaches everywhere for new business. Gets business you never thought of before. Keeps your store a leader in your locality, as it puts you in touch with the latest and best in schemes, plans and ideas for advertising; for buying; for selling; for store and window trims; and furnishes all the ideas and copy for Newspaper Space, Cards, Circulars, Letters, Signs, and all the extra special help you can want at any time to meet any emergency. Sold to one druggist only in any locality. Costs you only $2.00 monthly.

Seagers Advertising Company,

DRUG ADVERTISING SERVICES

Business Building Plans
Advertising Novelties

1367 Broadway
NEW YORK, N. Y.

B of P June, 1915

I we Change my our Advertisements ____ times each week and wish to know your price for preparing my advertisements specially for my store and supplying suitable cuts for each ad.

Name _____

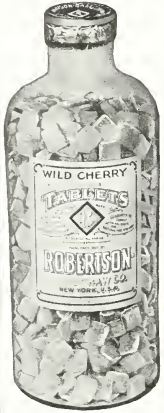
Address _____

Town _____ State _____

Also send particulars of your other Services Marked Here

Advertising Schedule ____ Illustrating Service ____ Silent Salesmen Service ____ Special Circulars ____

ROBERTSON'S FRUIT TABLETS



Made in 25 different flavors. There's a lot more to the cost of genuine fruit tablets than the mere price per pound. If not at your jobbers write us direct.

ROBERTSON-BRADSHAW CO.
New York City

5 pounds

Good Money

is being made daily by Opticians who have been trained to **FIT EYEGLASSES RIGHT.**

If you are ambitious, intelligent and thrifty we can teach you how—You can do the rest.

Attendance and Correspondence Courses.

Write for Catalogue.

Northern Illinois College of Ophthalmology.

G. W. McFatrich, M.D., President. Masonic Temple, Chicago, Ill.

"JOHN, how is it that I can never get you up in the morning?"

"My dear, I was a sunrise-slumber baby."—*Buffalo Express.*

"I DON'T see why you call your place a bungalow," said Smith to his neighbor.

"Well, if it isn't a bungalow, what is it?" said the neighbor. "The job was a bungle, and I still owe for it."—*Builder's Gazette.*

"CHERRYALLEN" is a soda fountain drink on which you make 4 cents profit from every nickel taken in. And best of all, it is a drink that makes repeaters for your fountain. Served from the "Cherryallen" dispenser every drink is uniform and the handsome dispenser saves your time, and makes sales easier.

Ask the Allen Red Tame Cherry Co., 106 Second National Bank Bldg., Toledo, Ohio, about Special Offer No. 3. It tells about the "Cherryallen" fountain dispenser that serves any drink, that makes fine or coarse stream carbonated water, or that serves "Cherryallen" ready mixed. It starts you in the soda fountain game for a wonderfully small investment.

Sending for "Cherryallen" information to-day means bigger business for you this season.

TEACHER: "Where is the Dead Sea?"

Tommie: "Don't know, ma'am."

"Don't know where the Dead Sea is?"

"No, ma'am. I didn't even know any of them was sick, ma'am."—*Yonkers Statesman.*

"WHAT'S a barbecue, dad?"

"A barbecue is an affair where you smack your lips over grub you'd turn your nose up at home."—*Kansas City Journal.*

VACATION DAYS mean more customers calling for Hanford's Balsam of Myrrh to treat cuts and sprains incurred while indulging in out-of-door pastimes.

Your jobber can supply you with the stock needed to complete your assortment of the different sizes of Hanford's.

MISS SMITH, the teacher, was hearing the history class. The pupils seemed unusually dull.

"Now," she said, "Mary followed Edward VI, didn't she?"

"Yes, ma'am," replied a little girl.

"And now, who followed Mary?" asked the teacher, hopefully. All was silent for a moment, then Elsie raised her hand.

"Yes, Elsie?" queried the teacher. "Who followed Mary?"

"Her little lamb, teacher," said Elsie, triumphantly.—*Harper's Monthly.*

Missing Soul Mate.—(*Letter received by the Mayor of Stevens Point, Wis.*)

Dear Mr. Mayor Pasternacki, I am a young farmer and i want to get married. I have a two hundred acre farm and i am lonesome. I am single and was never married because i could never find the right girl. But i was in Stevens Point a couple of weeks ago and i saw a nice girl there. I was only in town for about an hour and i lost tract of her. I've been thinking it over and i come to the conclusion that i will marry her. She was about middle height and plump, and she was good looking. When you find her please let me know and i will come in and get her. Of course if you cant find her maybe you can find another. I can support a wife. Yes and i will even get a ford if she wont marry me without one. Thanking you now. Yours truly, etc.

P. S.—She had tan shoes.—*Chicago Tribune*

The Albany line of chemicals, whether for medicinal, photographic or technical use, meets the requirements of the exacting worker. The Albany line is complete. Ask the Albany Chemical Company, Albany, New York, for information concerning Albany chemicals in original or broken packages.

The Host: "I thought of sending some of these cigars out to the front."

The Victim: "Good idea! But how can you make certain that the Germans will get them?"—*London Bystander.*

It goes without saying that distinctive store advertising expressing individuality and possessing effectiveness, steadiness and persistence is the kind you want. But how to obtain it is often a problem.

An easy, quick and economical way to secure such advertising is by means of the "Monarch Store Paper" published by the Chittenden & Frew Co., 226 South Canal Street, Chicago.

The "Monarch" is a monthly store paper, filled with lively, interesting reading matter and which contains none but your own advertisements. Experts write the text and prepare the advertisements for you. It is your own paper, your name alone appears in it and you control the distribution of it.

Write the company to-day for sample copies and particulars concerning the low price at which you can secure a store paper of your own.

Motorist (to chauffeur): Be careful about running over anybody hereabouts, James. This is a prohibition county, and most everybody has a bottle in his pocket. —*Atlanta Constitution.*

"Art," said the moralizer, "can never successfully imitate nature."

"Oh, I don't know," rejoined the demoralizer, "How about artificial ice?"—*Chicago News.*

Is Your Labeling Accomplished Quickly and With the Utmost Convenience?

WE have been convincing druggists of McCourt Label Cabinet conveniences and economy until to-day nearly eleven thousand druggists use the McCourt Label System.

Here are the reasons—

The McCourt Cabinet provides the easiest, quickest and most convenient system of label filing and label use known.

The system provides a *real means of saving money*—it does not just seem so. Let us explain that point. Our system enables you to buy the best of labels at a saving of from 25 to 40%. You have access to them and can use them more quickly, and with less trouble than by any other system. There is no waste. You use every one of them—no chance of loss thru their becoming soiled, cracked, stuck together or non-adhesive.

To the New Druggist

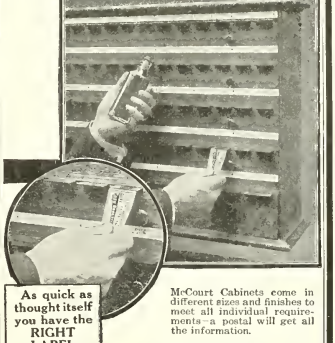
We want you to get the intimate knowledge of our products as explained in our literature. Send for it to-day. In writing give your requirements as nearly as possible, and our druggist's service department will advise you without obligation of any kind. The figures on cabinet and label service will interest you. Read the following offer:

To All Druggists

Will you invest 15c (to cover postage and handling) to see what our labels are like, and to understand the advantage of using labels in roll form?

Send us your business card or a shop label, and we will print 500 labels—2 colors—in roll form for you. They will be perforated and enclosed in a cardboard case. You can then judge the quality of label stock and the convenience of using labels in roll form—will you?

Ask about our special pill and powder box service for McCourt customers.



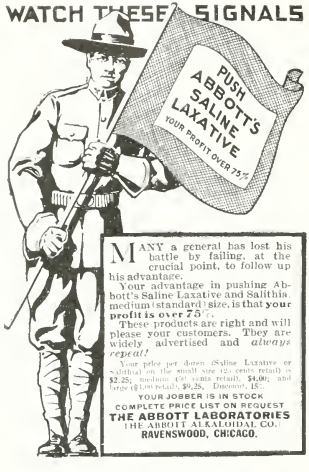
As quick as thought itself you have the RIGHT LABEL.

McCourt Cabinets come in different sizes and finishes to meet all individual requirements—a postal will get all the information.

Write Us To-Day

McCOURT LABEL CABINET CO.

47 BENNET STREET, BRADFORD, PA.


WATCH THESE SIGNALS
PUSH ABBOTT'S SALINE LAXATIVE
YOUR PROFIT OVER 75%
MANY a general has lost his battle by failing, at the crucial point, to follow up his advantage.
Your advantage in pushing Abbott's Saline Laxative and Salithia, medium (standard) size, is that your profit is over 75%.
These products are right and will please your customers. They are widely advertised and always repeat!
Your price per dozen (Saline Laxative or Salithia) on the small size (25 cents retail) is $2.25; medium (50 cents retail), $4.00; and large ($1.00 retail), $9.25. Discount, 15.
YOUR JOBBER IS IN STOCK
COMPLETE PRICE LIST ON REQUEST
THE ABBOTT LABORATORIES
THE ABBOTT ALKALOIDAL CO.
RAVENSWOOD, CHICAGO.

WATCH THESE SIGNALS
BOROTHYME
BOREMETINE
BOROTHYME TOOTH PASTE
JUST LAUNCHED
Three New Abbott Products
BOROTHYME A Non-Alcoholic, Non-Poisonous Antiseptic for maintaining Oral Hygiene. This is a winner! Try it yourself.
Per dozen bottles, $4.00; per bottle, 40c.
BOREMETINE solution of Emetine Hydrochlorate, with boric acid and zinc sulphocarbolate, for the local treatment of Pyorrhea. It's great!
Per dozen bottles, $6.00; per bottle, 60c.
Borothyme Tooth Paste Need I say more than "The best and [illegible] ever supplied to [illegible] counter-display for 1 paper, carrying one dozen.
Send for a full size free package to get acquainted.
Per dozen tubes, $2.00; per tube 20c.
Better Stock All Three, Now! Extensive advertising and liberal discounts will make it profitable for you to do so. Sharp demand is sure to follow. Ask your jobber or write us direct.
The Abbott Alkaloidal Company
Ethical Advertisers
CHICAGO
New York
Los Angeles
Toronto
Boston

"Cause of Demise," as variously reported by rural coroners:

"Went to bed feeling well, but woke up dead."

"Died suddenly at the age of 103. To this time he bid fair to reach a ripe old age."

"Do not know cause of death, but patient fully recovered from last illness."

"Deceased had never been fatally sick."

"A mother died in infancy."

"Died suddenly; nothing serious."

"Pulmonary hemorrhage—sudden death. (Duration four years.)"

"Kick by horse shod on left kidney."

"Don't no. Died without the aid of a physician."

"Deceased died from blood poison, caused by a broken ankle, which is remarkable, as his automobile struck him between the lamp and the radiator."

"Blow on head with ax. Contributory cause—another man's wife."—*Brooklyn Eagle.*

Years of specializing in the manufacture of tablet making machinery on the part of the Arthur Colton Co., has resulted in the production of tablet machines that are of superior design, simple construction and uniformly good workmanship.

The Colton Company is the largest manufacturer of pharmaceutical machinery and laboratory appliances in the country, and in the assortment offered are to be found machines that suit any or every requirement.

A booklet fully illustrating tablet-making machines of either the single punch or rotary types will be sent to any interested concern. The company's address is 794 Jefferson Avenue, Detroit, Mich.

She: "Why do they paint the inside of a chicken-coop?"

He: "To keep the hens from picking the grain out of the wood."—*Lehigh Burr.*

"Our dairyman's cows look very dejected."

"Maybe that is why our milk is so blue."—*St. Paul Dispatch*

Leak-proof plug sprinkler tops for bottles, collapsible tubes for all purposes, metal syringes, suppository molds, pill machines and tin spouts for bug poison are some of the drug store needfuls illustrated in the catalogue of A. H. Wirz, Chester, Pa.

If you are in the market for any of these send for the catalogue and ask for samples and prices.

Aunt Ethel: "Well, Beatrice, were you very brave at the dentist's?"

Beatrice: "Yes, anntie, I was."

Aunt Ethel: "Then, there's the half-crown I promised you. And now tell me what he did to you."

Beatrice: "He pulled out two of Willie's teeth!"—*Punch*

First Figure: "Are you a pillar of the church?"

Second Figure: "No, I'm a flying buttress—I support it from the outside."—*Yale Record.*

"Mamma, is papa goin' to die and go to heaven?"

"Why, Bobby, what put such an absurd idea into your head?"—*Life.*

Friend: "After all, woman is a weak vessel."

Father of a few: "She may be a weak vessel, but the cost of her rigging will lead one to suppose she is a dreadnought."—*Judge.*

Rollin Williams of the City Drug Store, Ltd., Minden, La., says: "It gives us great pleasure to recommend Celina Tables to every fountain owner. We feel sure that they have increased our business 25 per cent this year."

Celina specialty furniture is designed to increase your sales and build permanent business for you. Celina furnishings save floor space, enabling you to accommodate more customers than you could otherwise take care of. The display top tables furnish one of the best means for bringing various goods to the attention of your customers. They sell goods for you.

Illustrations of Celina soda fountain furniture in operation and prices and complete information concerning it will be sent to you upon application to the Celina Specialty Co., 24 Anthony Street, Celina, Ohio.

"The secret of good health is to eat onions," says an eminent physician. But how can onion-eating be kept secret?—*Chicago Medical Record.*

He: You can't truthfully say I haven't supported you in the style to which you were accustomed.

She: Yes, I can. You never hold me on your lap any more.—*Judge.*

"I've had my son in the office two weeks."

"Is he making any progress?"

"Oh, yes. I think he's as good as engaged to the stenographer now."—*Kansas City Journal.*

Are the purity and quality of the essential oils you buy guaranteed by the producers?

They are if you specify the "Fritzsche Brothers" brand.

"Willie," said his mother on her return from a shopping expedition, "I told you if you were good while I was out, you might have a piece of candy, and now I find you've taken all there was in the box."

"Yes, mamma," replied Willie, "but you've no idea how very good I've been."—*Oldtown Enterprise.*

Your Percentage of Profit increases with Volume of Sales on the aggressively advertised, full-priced

PLUTO WATER

Our advertising campaign direct to the medical profession will bring you many prescriptions. The uniformly gratifying experience of thousands of progressive druggists insures YOUR success.

Pluto display material establishes your store as a distinctly high-class pharmacy.

Investigate our quantity lot discount and send for our full window display free on request.

French Lick Springs Hotel Co.

FRENCH LICK, INDIANA

Safe and Convenient

STONE'S STRAWS

Are Packed in

"SPILL-PROOF" BOXES

Specify the Round Box

Obtained From All Supply Houses.

The Stone Straw Company

Washington, D. C.

FLASH

ANTISEPTIC

HOUSE AND HAND CLEANER

is the most popular article on the market for quickly removing dirt and stains from the hands of motorists, engineers, mechanics, printers, painters, surgeons, housewives, et al., and for cleaning woodwork, bath tubs, kitchen utensils, etc. Every druggist should carry it in stock.

READ THIS SPECIAL OFFER

With a case of 36 ten-cent cans, costing you $2.50, we will include six window and counter easels, a window transparency, one large and one medium size sign, and twenty trial size cans of FLASH.

Send your order to-day and take advantage of this special offer.

FLASH CHEMICAL CO.

Kendall Square,
Cambridge A
BOSTON, - MASS.

NEW SIZE
ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

A CLERGYMAN was discussing with an illiterate member of his flock, in an orthodox church of Georgia, religious topics of varied interest. The member said that even the best were none too good in this vale of sin and tribulation.

"You believe, then," interposed the preacher, "in the doctrine of Total Depravity?"

"Yes, I do," responded the member, "that is—er—er—where it's lived up to."—*Christian Register.*

"WHAT is the greatest difficulty you encounter in a journey to the Arctic regions?" asked the inquisitive man.

"Getting back home," was the reply of the explorer—*Chicago Examiner.*

AGGRESSIVELY advertised and sold at full price, Pluto Water is fast becoming a drug store staple. Direct advertising to the medical profession brings many prescriptions for it, while the Pluto display material furnished to dealers makes for direct sales.

Send a card to-day for information concerning quantity lot discounts that enable you to increase your percentage of profit as your volume of sales increases. Address the French Lick Springs Hotel Co., French Lick, Indiana, mentioning the BULLETIN OF PHARMACY.

"DID he strike you between phases of the argument?"

"No; he struck me between the eyes."—*New York Sun.*

"DO you really believe college education helps a young man in business life?"

"I know it does. At college my boy was the champion sprinter of his class, and now he has a job as bank runner."—*Baltimore American.*

YOU have been looking for this—a new and uncrowded profitable profession that can be practiced in connection with the drug business.

The profession is optometry, the fitting of glasses by scientific methods.

Ask the Chicago School of Refraction, 515 Journal Bldg., Chicago, Ill., for a catalogue and particulars of its home study course and special payment plan.

"THAT man who was waiting for opportunity to knock said that all he got was a mighty punk opportunity."

"He was not waiting for opportunity to knock; he was waiting to knock opportunity."—*Houston Post.*

"How do you know that Chaucer dictated to a stenographer?"

"Just 'ook at the spelling."—*Columbia Jester.*

Callers were at the door and Bobbie was told to show them into the parlor. He did so, and while his mother was fixing herself up, he sat there rather embarrassed. Presently, seeing the visitors glancing around the room, he said:

"Well, what do you think of our stuff, anyway?"—*Boston Transcript.*

Rich: "We never know how sons are going to turn out."

Richer: "No; nor what time they are going to turn in."—*Drug News.*

What Ansco Advertising Is Accomplishing.—To make more customers for Ansco dealers, the Ansco Company, of Binghamton, N. Y., is conducting the largest and most comprehensive advertising campaign in the history of the company.

Use is being made of the big national magazines—the ones that reach into homes—to impress Ansco quality upon over 10,000,000 people.

The advertisements are illustrated with actual photographs that are true to life, and full of that elusive something known as "human interest." They catch the reader's attention and impress upon him the desirability of Ansco cameras; the court-decreed original Ansco films; and the prize winning Cyko papers.

All the magazine copy contains an illustration of the famous sign of the Ansco dealer that identifies the store displaying it as Ansco headquarters.

To further help the dealer link up his store with the national advertising the company furnishes, free of charge, electrotypes to be used by the dealer in local newspaper campaigns.

Second only to the magazine advertising and perhaps even more important to the individual dealer is the display advertising furnished for window, counter and shelf. A trade-pulling, convincing assortment of advertising material for this purpose is sent to all dealers handling the Ansco line.

All this publicity means many extra dollars in the cash registers of Ansco dealers. Find out how you can install an Ansco photo supply department by sending a card to the company, mentioning the Bulletin of Pharmacy, and asking for the 1915 catalogue and stock order suggestion blanks.

"Does your husband keep a scrap-book?"

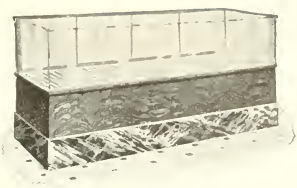
"Not exactly; he keeps a cheque-book, and we have a scrap every time it is used for my benefit."—*Iron Age.*

"I want to see the government own everything," said the discontented man.

"Maybe it might be a good idea," replied Mr Dustin Stax. "I have a few things that I would like to sell it."—*Washington Star.*

"Who are your best patients, doctor?"

"The people who are always complaining that life isn't worth living."—*Good Health.*



Turn Stocks Faster —by using

Quincy Special Show Cases

One of which is pictured in this ad.

Are you in the market for show-case equipment? The only thing we would like to suggest is that WHEN you are, come to show-case headquarters. We have had years of practical first-hand experience in dealing with just such problems as the ones you are up against.

We can give you the right appliances for any one department—or for every department in the store.

Our new 196-page Catalog Number 22 ought to be within easy reach. If it isn't, drop us a line to-day—a copy of this excellent show-case manual will be sent you immediately.

QUINCY SHOW CASE WORKS

QUINCY ILLINOIS

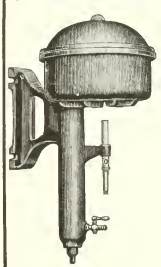
PITTSBURGH, PA.: 949 Penn Ave

JACKSONVILLE, FLA: 116-118 E. Forsyth St.

WICHITA, KANS.: 301 Beacon Building.

OKLAHOMA CITY, OKLA: 208 N. Robinson Ave.

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

You Are Losing Sales

To Catalogue Houses
To Soap Clubs
To Your Competitors
To Department Stores

You Are Losing Profit

Through Odds and Ends
Through Slow Sellers
Through Old Accounts
Through Slow Business

Brenard's NEW Trade Extension Campaign will stop your loss of sales—it will stop your loss of profit. HOW?—drop us a card asking for information, and we will be glad to explain every feature of our NEW business-building, sales-making plan in detail to you.

Brenard Mfg. Co.
Iowa City, Iowa

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS

In original and broken packages.
We solicit your inquiries.

ALBANY CHEMICAL COMPANY
ALBANY, N. Y.

An elderly farmer drove into town one day and hitched his team to a telegraph post.

"Here!" exclaimed a burly policeman, "you can't hitch there!"

"Can't hitch!" shouted the irate farmer. "Well, why have you got a sign up, 'Fine for hitching'?"—*Argonaut.*

Doctor: I diagnose all sicknesses from the patient's eyes. Now, your right eye tells me that your kidneys are affected.

Patient: Excuse me, doctor, but my right is a glass eye.—*Meggendorfer Blaetter.*

It will pay you to look up, on another page of this issue, the ad of the Yesbera Mfg. Co., 2288 Albion Street, Toledo, Ohio.

The ad. shows, in a graphic manner, how Yesbera Display Top Tables in your store are superior to ordinary chairs and tables. It shows how the use of Yesbera tables gives you more floor space and, at the same time, makes your store a big show case.

To help convince you of the value of Yesbera furniture the company will send you its booklet, "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." The information contained in it is valuable.

Look up the ad.

Jack Slowboy: "I wish I could read your thoughts."

Winnie Willing: "So do I; but goodness knows I've tried to help you all I could."—*Boston Transcript.*

Dentist: "Open wider, please—wider."

Patient: "A—A—A—Ah."

Dentist (inserting rubber gag, towel, and sponge): "How's your family?"—*Harvard Lampoon.*

Right now is the time for the retail trade to stock up on Tanglefoot, the non-poisonous fly destroyer, manufactured by the O. & W. Thum Company. The time is at hand when calls will be urgent.

"I must say these are fine biscuits!" exclaimed the young husband.

"How could you say those are fine biscuits?" inquired the young wife's mother, in a private interview.

"I didn't say they were fine. I merely said I must say so."—*Washington Star.*

"Is this house to let?"

"Yes, sir."

"Are you to let with it?" he asked with a smile.

"No, sir," the maid answered very demurely. "I am to be let—alone."—*Royal Magazine.*

Save Money on Rubber Bands!

Do you use the ordinary No. 10 or No. 11 rubber band? If so, your bands are costing you twice as much as they should. Why? Because they contain twice as much rubber and consequently weigh twice as much as the same quantity of our

"Bestuvall" Bands No. 99

These are the same length as the ordinary No. 11 band, but they are only half as thick, consequently running twice as many to the pound. They sell at the same price per pound, which means that you get twice as many bands for the same money.

They are made from the very highest grade of fine Para Rubber and have the same resisting qualities as the heavier bands. We have over one thousand letters from druggists recommending "Bestuvall" Bands No. 99.

Price: $2.00 per pound in full pounds, F. O. B. Pittsburgh, Pa.

SPECIAL OFFER

We will send you a trial order of a quarter pound of GUARANTEED "Bestuvall" Bands No. 99 on receipt of 60c in postage. Send us a trial order and you will never use any other band.

The Dykema Company,
High Grade Rubber Specialties,
Pittsburgh, Pa.

Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

F. E. REED GLASS CO.,
Rochester, N. Y.

POSSIBLE EMPLOYER: "Hm! so you want a job, eh? Do you ever tell lies?"

Applicant: "No, sir, but I kin learn."—*New York Times.*

"My doctor told me I would have to quit eating so much meat."

"Did you laugh him to scorn?"

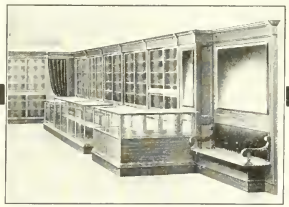
"I did at first; but when he sent in his bill, I found he was right."—*Washington Star.*

THE Eckman Mfg. Co., of Philadelphia, Pa., manufacturers of Eckman's Alterative, are distributing an attractively gotten-up booklet entitled "The Value of Lime Treatment in Tuberculosis."

The booklet contains excerpts from papers by recognized medical authorities who have publicly discussed the value of lime treatment in cases of tuberculosis met with in their practices. According to the opinions quoted, calcium in assimilable form has been of benefit in many cases of consumption.

BOOK AGENT: "This book will teach you the way to economize."

The Victim: "That's no good to me. What I need is a book to teach me how to live without economizing."—*Philadelphia Public Ledger.*



Handsome Effects Always Obtained With Victor and Olympic Sectional Outfits

The designs are exclusive; rich but not gaudy. Best of all our method of manufacturing in large quantities means an actual saving to you of from 10% to 20%, and enables us to make immediate shipments.

The shelving is made of 4-, 6-, and 8-foot sections. The Prescription Partitions are combined units of 12 inches to 6 feet long and are of various patterns.

Write your favorite drug jobber for Benderscheid Catalog No. 14. It is an 80-page book containing illustrations, specifications and full particulars.

BENDERSCHEID MFG. CO.,
The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 N. 9th St.,
St. Louis, - - Missouri.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

Mrs. Exe: That woman has been saying all sorts of detestable things about me.

Mrs. Wye: You shouldn't mind her, dear. She merely repeats what other people say.—*Boston Transcript.*

Little Maria, a New Orleans lass, five years old, was to'd by her teacher that the Mississippi River was called the Father of Waters.

"How is that, Miss Mattie?" she queried, "if it is the father of Waters it ought to be Mister-Sippi."—*Dallas Post.*

One day Pat appeared on the street with a huge tear in his coat sleeve.

"Look here, Pat," protested a friend, "why don't you get that hole mended?"

"Not Oi, sor," said Pat, "a hole may be the result of an accident, but a patch is a sure sign of poverty."—*Clothes Topics.*

Druggists need fear no longer that dealers can substitute a counterfeit and fraudulent product when Ergoapiol (Smith) capsules are prescribed. A patented, protective mark has been adopted by the manufacturers, The Martin H. Smith Co., of New York City, that is a safeguard for the druggist and an assurance to the doctor and the patient that the genuine Ergoapiol (Smith) capsule has been dispensed.

On the inside of each capsule appear the letters M. H. S. The letters are not visible from the outside but they are plainly discernible in the gelatin when the capsule is cut in half. This method of marking Ergoapiol offers the druggist absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is very simple, because no analytical investigation is necessary, and because no one else can use this invention as it is the exclusive property of the Martin H. Smith Co.

The company has been manufacturing Ergoapiol (Smith) with this protective mark for the past two years, but has refrained from announcing the fact in its advertising, in order to give druggists reasonable and ample time to dispense any old style capsules that they may have had on hand.

Physicians are now being fully informed regarding the protective mark and easy method of identification.

Diner: "See here, where are those oysters I ordered on the half shell?"

Waiter: "Don't get impatient, sah. We're dreffle short on shells; but you're next, sah."—*Boston Transcript.*

Nell: She has a motor-car tongue.

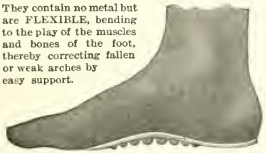
Clara: What do you mean?

Nell: Oh, she's always running people down.—*London Mail.*

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

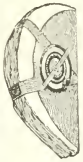
They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

PRAT-DUMAS FRENCH FILTERING PAPER



This Filtering Paper has been on the market over fifty years.

Supplied in Round Ready-Folded and Reams [square].

Write for Samples and Price List.

Prices at present lower than ever before.

SOLE AGENTS

E. FOUGERA & CO. INC.

90 BEEKMAN ST. NEW YORK

INSIST ON THE GENUINE

"WHAT's the matter with your wife, anyhow?"

"She's got a case of flat tire."

"Whaddye mean, a flat tire?"

"She's weary of living in a flat."—*Houston Post*

HE: They say that after marriage the husband and wife grow to look like each other.

SHE: Then consider my refusal final.—*Yale Record.*

"A LESSON IN OPERATING" is the title of a booklet that you will want to see; it tells about typewriting short cuts that save time for the busy druggist.

The booklet describes, among other things, the "front feed" method for expeditiously addressing envelopes with the L. C. Smith & Bros. typewriter.

A copy of this book'et will be mailed to you, free of charge, upon application to the L. C. Smith & Bros. Typewriter Co., Syracuse, N. Y.

JUDGE: "You admit, then, that you stole the loaf of bread?"

Woman Prisoner: "Yes, your honor."

Judge: "What have you to say for yourself?"

Woman: "Nothing, your honor. If it was lace or jewelry I might plead kleptomania, but we can't work that when it's bread."—*Boston Transcript.*

Progress-Prestige-Profit

The Modern Drug Store is an inspiring example of business progress—developed by efficient management and the handling of a complete and efficient stock.

Is your stock complete? Are you equipped to handle the trade of truss wearers?

THE "MAC D" TRUSS

is the most convenient and comfortable to wear. Its well-deserved reputation is a prestige builder.

A "Mac D" Truss purchaser means a regular satisfied customer; and a regular satisfied customer is a constant source of profit.

Let us tell you in detail of our complete line of trusses and explain how you can profitably handle it.

LEE TIRE & RUBBER CO.,

Factory, Conshohocken, Pa.

KINNEAR'S METAL CEILING

Your Store is Not Up to date Unless You Install

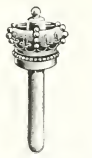
Kinnear's Quad-Lock Ceiling

All seams are locked and nails concealed, making an attractive, sanitary and dust-proof ceiling. Can be placed directly over old wood or plaster ceiling. Send diagram of store for estimate. Special designs furnished upon request.

THE KINNEAR & GAGER MFG. CO.

FACTORY, COLUMBUS, OHIO.

BOSTON: 125 Broad Street.



OUR NEW

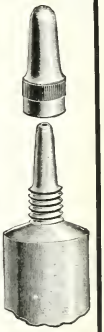
Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance, Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.



METAL SYRINGES, SUPPOSITORY MOULDS,

Over 200 Shapes and Sizes.

HAND PILL MACHINES.

TIN SPOUTS

For Rug Poison.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ,

CHESTER, PA.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles

Narrow and Wide Mouth

by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:

GLASSBORO, NEW JERSEY

PROFESSOR: "Aren't you taking my course next year?"

Student: "Can't possibly. I walk in my sleep."—*Harvard Lampoon.*

FATHER: Don't ask so many questions. I never did when I was a boy.

Son: No; perhaps if you had you would be able to answer mine.—*London Mail.*

It's easy to do rapid clean cut lettering if you have a copy of the "Druggists' and Dispensers' Practical Show Card Instructor" issued by the Newton Automatic Shading Pen Co., Department R, Pontiac, Mich. The book is a practical treatise on pen and brush lettering, especially adapted to the drug trade. It sells for one dollar, prepaid.

The Newton Company also supplies commercial lettering outfits that are invaluable helps to the druggist who wishes to prepare forceful, business-getting cards and posters. A catalogue of lettering supplies is yours for the asking.

"I PREFER," said the lady candidate for office as she mounted the platform, "to stand on my record."

"But why," came a feminine voice from the opposition side, as the owner of it sized up the candidate's feet—"why hide your record?"—*Detroit Journal.*

ESSENTIAL OILS

THE **D & O** BRAND

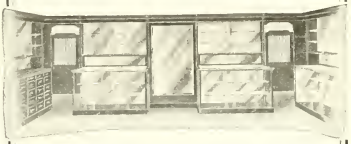
THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

"THE farmer's wife used to get the egg money for little trifles she needed."

"Well?"

"But now he takes it away from her and buys himself an automobile."—*Milwaukee Sentinel.*

THE fifty-sixth session of the University of Illinois School of Pharmacy (Chicago College of Pharmacy) begins Sept. 21, 1915. The course for the degree of graduate in pharmacy comprises two annual terms of 30 weeks each and requires the students' attendance on three days each week. The degree of pharmaceutical chemist is given for attendance at two annual terms of 36 weeks each, requiring the students' attendance on five days each week.

An announcement and particulars of the courses offered can be obtained by addressing W. B. Day, Actuary, 74 East 12th Street, corner Michigan Blv'd., Chicago, Ill.

OWENS: "My landlord has ordered me out because I can't pay my rent."

BOWENS: "Glad I met you. So has mine. Let's change quarters."—*Boston Transcript.*

"FATHER, what is a convalescent?"

"A patient who is still alive, son."—*Philadelphia Public Ledger.*

FRUIT TABLETS

Are instantly appreciated because of their delightful flavor

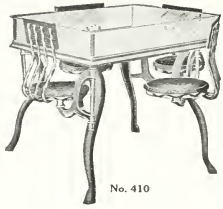
—they sell
—they repeat
—they produce profit.

Attractive high-class advertising matter that assists the selling is included.

FLAVORS:—Lime, Wild Cherry, Lemon, Hoarhound, Orange, Raspberry, Chocolate and Assorted.

Put up in 5-pound Bottles. Dozen Bottles in a case.

F. S. Love Manufacturing Co., Johnstown, Pa., U.S.A.
Manufacturing Confectioners



No. 410

TRADE C/A MARK (C-LINE-A) Specialty Furniture

Makes Customers Comfortable

No. 616 M

COMFORT is a great business builder. The people soon learn to come to the stores that are equipped with comfortable chairs and tables. This is why the merchants who use our display tables, counter stools and chairs are making the big profits.

Our line is complete and includes all styles. Tables with opalite glass tops—display tops—plain wood tops. Chairs attached to tables or separate. Stools that look well and that are inviting.

For complete information, catalog and prices, write to your jobber or direct to

THE CELINA SPECIALTY CO.
24 Anthony St. - Celina, Ohio.

The Bohner Patent Fruit Bowl

with a 20-year record as the LEADER—Endorsed by the trade, pure food and health authorities everywhere—Precluding all possibility of contamination from flies, bugs, dust, etc.—Insuring absolute cleanliness and sanitary conditions, must appeal to the wide-awake Dispenser as a convincing reason why it should be used on every Soda Fountain Counter.

Write your Jobber for *this year's* prices. All up-to-date Jobbers handle them. If yours does not, write us.

Bohner Manufacturing Co., 1009 So. Wabash Ave., Chicago, Ill.

ONE DOZEN FREE!

With each dozen one-ounce jars of FORKOLA, retailing at 25c each, we will give one dozen FREE. The 24 jars will cost you $1.75 and you will receive $6

FORKOLA

will supply your demand for an efficient ointment for colds in the head and on the lungs, chronic catarrh, croup, quinsy, la grippe, asthma, sore throat, coughs, etc. You can confidently recommend it to your customers. The big offer is limited. Take advantage of it now!

THE BACORN COMPANY, - ELMIRA, N. Y.

Satisfied Customers

Ever have a package come open on the street? Your opinion of the store that wrapped it wasn't very flattering, was it?

Now, supposing a flawy prescription cork accidentally slips by you and breaks for your customer, as it surely will, don't you suppose he'll feel much the same as you did when the package came open? Then, why not use

CIRCLE Ⓐ CORKS

and always be on the safe side? They are the one brand on which you can stake your reputation for service. Each cork under the Circle A label is bright, clean, sound and strong—or it wouldn't be there.

A sample package of 100 in sizes from 2 to 6 will be sent, postpaid, for 20 cents in stamps or coin. Why run the chance of even one dissatisfied customer?

Specify Ⓐ on the next order you give your jobber

Ⓐ Armstrong Cork Company Ⓐ
113 23rd Street Pittsburgh, Pa.

"It's a funny thing about human nature," said Jones.

"What's funny about it?"

"Why, if you tell a man there are 270,169,325,481 stars, he'll believe you; but if a sign says 'Fresh Paint,' he won't believe it without a personal investigation."

JONES: What's the best cure for toothache?

SMITH: Walk about half-way to the nearest dentist. —*Boston Transcript.*

WHEN the New York National League ball club was playing in Boston, a local clergyman called at the hotel where the players were stopping one Sunday to congratulate Mathewson on his stand against playing on the Sabbath.

The clerk made a few mysterious inquiries and then said: "Sorry, sir, but Mr. Mathewson is out playing golf."—*Everybody's.*

COOK: "The cheese has run out, mum."

Mistress: "Why didn't you chase it?"—*Boston Transcript.*

"WHO was that tough-looking chap I saw you with to-day, Hicks?"

"Be careful, Parker; that was my twin brother."

"By jove, old chap; forgive me! I should have known." —*Baltimore Sun.*

National Bath Powder

"NOW MADE IN THE U. S. A."

An addition to the bath. It renders the hardest water soft. Imparts an exquisite and refreshing odor to the bath and surrounding atmosphere. It satisfies the discriminating class. For well-groomed people.

Handled by all retail druggists and department stores. Sold exclusively through the jobbing trade.

Jobbing accounts solicited and protected in given territory.

A BIG SELLER. RETAILS 25c PACKAGE.

ADDRESS AT ONCE

NATIONAL BATH POWDER CO.,

FORT SMITH, ARKANSAS, U. S. A.

DONALD-RICHARD COMPANY

Perfumers

To The American Woman.

Complete line of natural flower odors of perfumes and high-grade, profit-making toilet preparations. Our line is offered to one good druggist in each town on a liberal guaranteed sale proposition. We furnish trade-bringing, profit-making, stimulating advertising that gets the right kind of business. If interested in increasing your business write us and our salesman will call.

DONALD-RICHARD CO., IOWA CITY, IOWA

Prescribed by the Medical Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons.

¶ The only food containing the natural principles of self-digestion.

¶ *Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.*

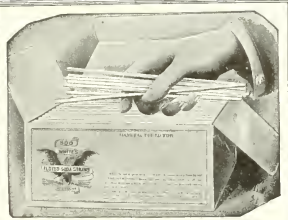
Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 90, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

By U.S.

FLUTED SODA STRAWS



"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre. Untouched by hand and sterilized by heat. "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

SAMPLE BOX ON REQUEST.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK CITY.

MAGISTRATE: "It appears to be your record, Mary Moselle, that you have been 35 times previously convicted of drunkenness."

The Prisoner: "No woman is perfect."—*Pittsburg Chronicle-Telegraph.*

BECAUSE the Underwood was the first practical visible typewriter, because it is the machine upon which all world's speed and accuracy typewriter records have been established, because it is the holder of the Elliott Cresson award for mechanical supremacy, the manufacturers say that the Underwood is "The machine you will eventually buy."

If you want to know all about the Underwood, if you want to know how it will shorten your day by lessening your work, drop a card mentioning the BULLETIN OF PHARMACY, to the Underwood Company, Underwood Building, New York.

"HIRAM writes that the first day he was in London he lost £12."

"Great Cæsar's ghost! Ain't they got any health laws in that town?"—*Buffalo Express.*

JACK: "Sent back your letter unopened, eh! Why did she do that?"

Tom: "She said the postman who delivered the missive kicked her dog."—*Boston Transcript.*

CONVERT YOUR TIME INTO MONEY

and become a practical optician by taking our correspondence course in **OPTICS.** It will offer you opportunities and income greater than you can estimate, without knowing the success of our many graduates. We offer you our record as the oldest correspondence school of optics in the world and the most thorough course outside the great universities. Employ your spare time by taking it. Write us for our reduced special offer and prospectus regarding our regular $25.00 course. Address

American Optical College, 15 Wilton Ave., Toronto, Can.

OIL OF WINTERGREEN

We are in close touch with the distillers of this oil, and of Oil Sweet Birch. It is otherwise hard to obtain this article pure. Specify "BUSH" and be confident of purity.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., - - NEW YORK

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

WHICH ONE IS THE BEST INVESTMENT?

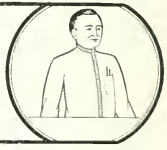
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but Immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



"Now, children," said the teacher, "I've explained to you the nature of a fixed holiday. Now give me an instance of a movable holiday."

And the class answered in chorus: "May the first."—*Chicago Sun.*

Student: "This time I shall have to owe you my rent."

Landlady: "That is what you said the last time."

Student: "Well, didn't I keep my word?"—*New York World*

Mrs Bacon: "This paper says distinct traces of light have been detected in the ocean at depths of more than three thousand feet, by an English oceanographical expedition."

Mr. Bacon: "Perhaps some of those mermaids forgot to turn off the gas."—*Punch.*

The standard of refinement for the United States Metal Refining Company's U.S.M.R.CO. brand of metallic bismuth is guaranteed to be equal to or even higher than English, Saxon or Bolivian Bismuth. Its quality is complaint-proof.

Manufacturing chemists in reducing U.S.M.R.CO. Bismuth to bismuth subnitrate and other bismuth salts find no difficulty in meeting U. S. P. standards because the metallic bismuth is singularly free from arsenic and other deleterious impurities costly to eliminate.

If you are engaged in the manufacture of bismuth preparation address the company at 42 Broadway, New York, and ask for detailed information.

"All the fools are not dead yet," said the sarcastic man.

"What's the matter with you?" asked the simple one. "Aren't you feeling well?"—*Tit-Bits.*

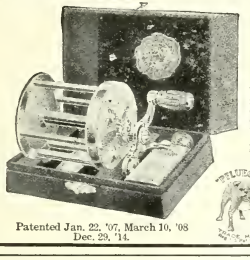
CAN WE GIVE THE DOCTOR YOUR NAME?

We are continually receiving inquiries from physicians in different parts of the country asking us what druggists in their respective localities can supply BROOKS' BABY BARLEY. Our work among the doctors and the excellent satisfaction given by this superior barley means money to every druggist who stocks

BROOKS' BABY BARLEY

It is absolutely pure, fresh and unbleached. Packed in air-tight packages and keeps perfectly. You can unhesitatingly recommend it. One pound packages retailing at 25c cost you only $2.00 per dozen. All jobbers. Write us you have it or send order to us on your jobber and we will co-operate with you.

BROOKS BARLEY COMPANY, BOSTON, MASS.



Patented Jan. 22, '07, March 10, '08 Dec. 29, '14.

The Latest "Gift and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, **$7.50.** (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, AKRON, OHIO.

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

"WHAT do you do up in Montreal, Mr. Warman?"

"I work for the Grand Trunk," said Warman.

"What kind of a job have you got—do you sell tickets or handle baggage?"

"Oh, I've got a better job than either of those," said Cy. "You know the man who goes alongside of the train and taps the wheels with a hammer to see that everything's all right? Well, I help him listen."—*Everybody's.*

THE OPTIMIST: "That boy will be President some day."

The Pessimist: "That boy will be Vice-President some day."—*Puck.*

SPEAKING of long memories, a writer in the Boston *Globe* says: "I can remember my grandmother when nineteen months of age."—*Cleveland Plain-Dealer.*

JUGGER: "Where's the best place to stop in Boston?"

Naught: "Before you forget your name and address."—*Dartmouth Jack o' Lantern.*

SHE: "How do you like my singing?"

He: "Well, I've heard Tetrazinni and Mary Garden, but you're better still."—*Boston American.*

Special Introductory Offer:

SAL-XZEMA

With 1 dozen ½-ounce jars, retailing at 25 cents, we will give *1/2 dozen free.* The 18 jars cost you $1.75. You get $4.50. Can you beat it?

Sal-Xzema is wonderfully effective in skin diseases—eczema, acne, tetter, salt rheum, barber's itch, chapness, etc. Its action is prompt and positive. You can confidently recommend *Sal-Xzema* to your customers.

This introductory offer is limited—take advantage of it now.

H. E. PLUNKETT CO., 313 E. Foster St., MELROSE, MASS.

Established 1899

GRANULES

THE PERFECT STABILIZER

FOR

Ice Cream, Ices, Whipped Cream

Patented June 3rd, 1913

No Bacteria, no Dust, no Soaking, no Heating.

Upon receipt of $1.00, we will send you by parcel post, 5 pounds of GRANULES during February and March. After using it, if you are not satisfied, we will refund your money. Free sample if you mention this ad.

GRANULES MFG. CO., Inc. 402 West 31st St., NEW YORK.

DIGALEN **"ROCHE"**

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents
Dept. S. 131 Hudson St., New York City.

THE LOCK-STUB CHECK SYSTEM

of Controlling Soda Fountain Receipts. Used only where a cashier is employed.

It quickly and permanently stops "leaks" whether from dishonesty or carelessness.
It provides a clean check for the customer—no more sticky and slimy checks.
Throw out your celluloid checks and other antiquated checking systems and put your checking system on a modern basis.

Our booklet describes the complete system. It will "put you wise" to some expensive irregularities on her old systems and how to correct them. Write for it.

Bush Terminal, Brooklyn, N. Y. THE LOCK-STUB CHECK COMPANY, 22 Quincy St., Chicago.

Two Manhattan physicians were enjoying the breeze from the front seat on the "hurricane deck" of a Riverside Drive bus one bright afternoon recently, when part of their conversation was overheard. It ran like this:

"I performed an operation for appendicitis on the wife of a millionaire yesterday," said the stouter of the two.

"Yes?" said the other. "What was she suffering from?"—*Houston Post*

First Stage Hand. "What was the row out front during the first scene, Bill?"

Second Stage Hand. "The understudy nursemaid got excited and carried in the heroine's baby when it wasn't due to appear until three years later in the fourth act."—*Pennsylvania Punch Bowl.*

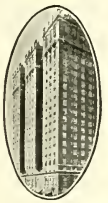
"Charley, dear," said young Mrs. Torkins, "what is the initiative and referendum?"

"Why, it would take me half an hour to explain it."

"Well, maybe you won't have to explain it at all. But baby is so restless, and he always quiets down when you get to talking."—*Washington Star.*

Dr. William Mansfield Given Complimentary Dinner.—Dr. William Mansfield, professor of pharmacognosy at the New York College of Pharmacy, affiliated with Columbia University, was tendered a complimentary dinner on the evening of May 20, by the members of the first evening class at that institution.

The subject of the work taken up by this class was vegetable histology, and more than a dozen persons engaged in drug-store or other professional work were



The VANDERBILT Hotel

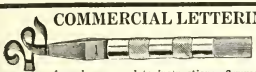
Thirty-Fourth Street EAST at Park Avenue
NEW YORK CITY
WALTON H. MARSHALL, Manager.

Conveniently located to the uptown shopping district; easily accessible to the theatres and clubs; The Vanderbilt is situated in the fashionable Murray Hill district, which insures the quiet so desired by patrons of New York Hotels.

Subway Station at Main Entrance.

Tariff Moderate.

COMMERCIAL LETTERING PENS—Cardwriters' and Merchants' Rapid One-Stroke Lettering



Pens for lettering off-hand your own Show Cards, Posters, Price Tickets, etc. **It is easy to do Rapid, Clean-Cut Lettering with our Improved Lettering Pens. Practical Lettering Outfit** consisting of three Marking and three Shading Pens, together with two shades of Lettering Ink, sample Show Card, in colors, complete instructions, figures and alphabets, prepaid at the special introductory price of $1.00.

DRUGGISTS' AND DISPENSERS' PRACTICAL SHOW CARD INSTRUCTOR.—This book is 6x9¼ in size and contains 112 pages. It is a **practical treatise on Pen and Brush lettering,** illustrating a large variety of **practical Alphabets, Price Tickets, and Lettered Show Cards** especially adapted to the Drug Trade. Prepaid $1.00. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC LETTERING PEN COMPANY, DEPARTMENT R, PONTIAC, MICHIGAN, U. S. A.

Specify MERCK'S

on your orders

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

members. The membership of the class included a trustee of the college, a chief chemist, a former member of the State Board of Pharmacy, an alumna of Columbia University specializing in botany, a pharmaceutical journalist, and a number of druggists.

The guests of the class at the dinner, besides Dr. Mansfield, were Caswell A. Mayo, president of the American Pharmaceutical Association, and J. Leon Lascoff, president of the New York State Board of Pharmacy. The members of the class present were: Edward A. Wickham, toastmaster; John R. Wall, George Oberdorfer, Dr. M. R. Schmidt, A. Henning, U. W. Friedmann, Wm. J. Downer, E. J. Kennedy, Jr., and A. Huth.

THE painstaking artist, anxious to please, remarked to a prosperous customer, "I can paint you a portrait of your wife which will be a speaking likeness."

"H'm! Couldn't you do it in what they call *still* life?"—*Town Talk.*

THE motor-bus stopped, and the conductor looked carne tly up the steps, but no one descended, and at last he stalked up impatiently.

"'Ere, you," he said to a man on top, "don't you want Westminster Abbey?"

"Yes," was the reply.

"Well," retorted the conductor, "come down for it. I can't bring it on the bus for you."—*Tit-Bits.*

"SHAME on you, husband, for burying those demijohns and jugs in the ash pile. What will the future man think who digs them up?"

"He'll probably get rich selling the quaint old pottery of a prehistoric era."—*Louisville Courier-Journal.*

THE best way to win a girl's love is:

If she be under twenty, make poetry in her honor.

If she be more than twenty, make money.—*Philadelphia Public Ledger.*

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

GLASS BOTTLES AND JARS.

Imperial Glass Co.
Charleroi, Pa.

Let us quote you prices. Write our nearest office.

New York. Philadelphia. Pittsburg. Detroit.

ESTABLISHED 1857
THE "WALKEASY" ARTIFICIAL LEG
MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N.Y.

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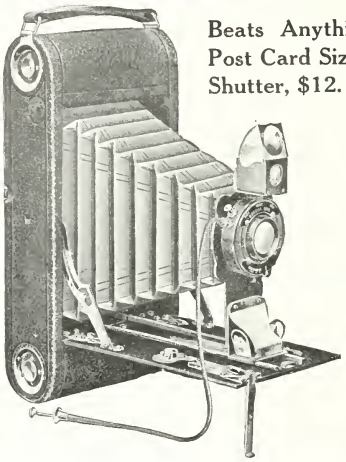

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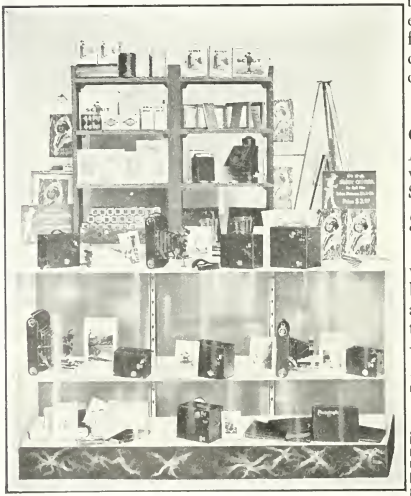

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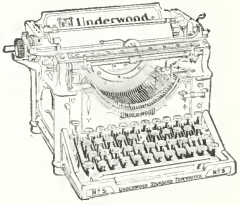

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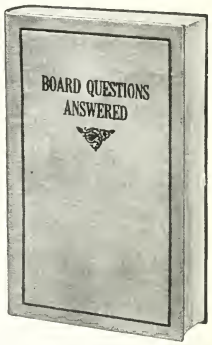

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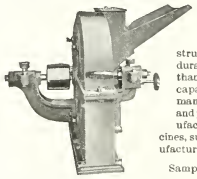

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